

ABOUT ME

For nearly 20 years, I've helped brands tell better stories by leading teams, shaping strategy, and translating business goals into work that resonates. As VP of Creative at Marino, I collaborate closely with clients and internal teams to build cohesive brand experiences across channels. I enjoy building systems that scale, mentoring creatives as they grow, and fostering teams where good ideas are challenged, refined, and made better together. I believe the best work happens when creativity and business are aligned and when people genuinely enjoy working with each other.

EXPERIENCE

Vice President Creative

Marino | Mar 2023 - Present

- Lead and manage an in-house team comprising a social manager, social coordinator, senior graphic designer, senior content creator, and director of video.
- Collaborate with senior leadership, including SVP of Integrated Marketing, VP of Social, and Director of Advertising, to develop and execute comprehensive brand strategies.
- Oversee branding and creative design, social media strategy, and digital campaign execution for clients such as the Italian Trade Agency NY, JFKIAT Terminal 4, Mativ, Bono USA, De Nigris, Fratelli Beretta, and others.

Art Director

Marino | Feb 2021 - Mar 2023

- Solidified the brand development process at Marino, establishing a structured approach that includes brand manifesto and messaging (phase 1) and brand identity development (phase 2).
- Spearheaded creative offerings and pricing structure, enhancing the agency's market position.
- Collaborated with PR, social, and creative teams to strategize and launch creative campaigns for brands like New York Edge, Fratelli Beretta, and Bono.

Art Director

Nickerson | Nov 2016 - Apr 2020

- Created and executed branding and creative campaigns, including award-winning logos, websites, and digital designs.
- Successfully reduced costs through vendor negotiations, resulting in higher profit margins for the agency.
- Led creative projects for clients including Integrated Builders, Center Plaza, Visnick & Caulfield, A.W. Perry, The Preserve at Bay Club, Baystate Services, Shorenstein, and KeepSmilin4Abbie Foundation.

Graphic Web Designer

Nickerson | Aug 2015 - Nov 2016

- Provided graphic and web design services, contributing to the launch of new branding initiatives and website projects.

SKILLS

- Leadership, team management, brand strategy, brand development, creative tools, ai technology, and project management, mentor and team building