

I am a creative communications professional who has worked in academic, business, and agency environments. My goal is to be part of a creative team that produces effective, imaginative solutions. I am detail oriented, process driven, organized, and resourceful. I'm proud of the wealth of knowledge I have amassed during my career, but also in the fact that, even after many years in this field, I remain enthusiastic about and stimulated by the daily work I do.

Management/Interpersonal Skills

Leadership: Motivate creative teams—designers, writers, photographers, illustrators, proofreaders, production personnel, and vendors—to produce effective communications within budget and time constraints.

Agility: Simultaneously manage multiple projects and tasks. Adapt approach and style to a wide range of subject matter and clients.

Advisory: Guide clients, including some who are inexperienced and/or difficult, through the creative and production processes.

Administrative: Coordinate comprehensive communications/outreach programs (publications, media, events); oversee related staff activities.

Production/Creative Skills

Conceptual: Analyze problem, identify goals, and formulate creative, practical solutions.

Graphic: Sophisticated design sense and ability. Adept in Adobe Creative Suite.

Editorial: Excellent editing, writing, and overall communication skills.

Print Production: Extensive knowledge of all phases of print production from estimating through quality control.

Web Production: Distill and organize content, plan site architecture, and supervise production. Experienced in Drupal CMS; WordPress; rudimentary html.

CURRENT POSITION

Marketing and Communications Director

Center for Advanced Infrastructure and
Transportation (CAIT)
Rutgers, The State University of New Jersey
Piscataway, NJ
Oct 2007–present

Establish and execute a comprehensive communications program for the largest university-based transportation research center in New Jersey. Develop and implement CAIT branding, bringing together more than 13 individual programs that deal with wide ranging aspects of transportation infrastructure from nondestructive evaluation of bridge health, new technologies for gathering condition data, and engineering better pavements to reducing traffic fatalities and making infrastructure greener. Annual marketing budget, approximately \$200,000.

Duties

- For all center print and electronic communications:
 - write, or direct staff or freelance writers and edit for style/voice
 - design or art direct subcontracted print designers/web developers
 - bid, purchase, and oversee print and web production services
- Analyze audiences—ranging from the general public to government transportation agencies—and develop strategies and materials to reach them effectively.
- Contribute to strategic plans, reports, and proposals for government grants.
- Work closely with university state and federal relations staff to keep legislators apprised of CAIT's research activities. Interact with key legislative staffers.
- Create and maintain website, cait.rutgers.edu; manage CAIT social media accounts.
- Supervise work of individual program outreach personnel and the materials they produce, ensuring they are appropriate, professional, and reinforce CAIT and Rutgers brands.
- Work with internal, external, and trade media to ensure the CAIT "story" is being told. Provide guidance to center researchers in how to deal with the press.
- Organize/oversee events, such as sponsor/partner site visits, seminars, outreach activities, and high-level meetings.

PREVIOUS POSITIONS

Senior Project Manager/Editor

University Relations, Creative Services
Rutgers, The State University of New Jersey
Piscataway, NJ
May 1993–Oct 2007

Manage and produce print and electronic publications/materials for numerous university clients. Plan and develop editorial and graphic content and oversee production while supporting creative team and keeping them on point. Formulate coordinated, long-term multipart communications plans for projects when appropriate.

- Assist clients in defining their project, i.e., audience, messages, format, etc. Act as liaison between client and creative team throughout planning and production.
- Develop project budgets (ranging from \$1,500 to \$150,000), estimate costs, write proposals, and monitor budgets throughout production.
- Collaborate with art department on creative conceptualization, development, and design.
- Formulate and maintain schedules. Track and document job progress.
- Plan, arrange, art direct, and act as department liaison on photo shoots. Hire photographers and illustrators, define assignments, and negotiate reproduction rights. Research and purchase stock imagery when appropriate.
- Print projects: determine specifications, collaborate on bidding/vendor selection, and attend press checks to ensure quality.
- Web projects: direct and support multimedia developers, providing detailed instructions to ensure editorial and design integrity, and oversee all stages of production.
- Edit manuscripts (web and print) for clarity, propriety, consistency, and compliance with university style. Write copy as necessary.

Art Director/Production Manager

NewType, Inc.
Clifton NJ
Sept 1986–Aug 1992

Supervise staff, interns, and work-study students. Oversaw day-to-day operations in this full-service graphics firm and type house that specialized in foreign language translations and typesetting. Served as client account representative, advising them on all creative and technical areas of production and project development.

- Coordinated production of typesetting for external clients and in-house print materials; managed staff and workflow.
- Designed or art directed projects for external clients and in-house promotions. Spec'd type to fit client layouts on galley orders.
- Estimated, bid, and purchased all printing and prepress services; evaluated, selected, and monitored vendors.
- Managed foreign language translation and typesetting services; procured and oversaw subcontracted work.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Carnegie Mellon University
Pittsburgh PA

Scholarship recipient, Graphic Arts Technical Foundation, Pittsburgh PA

References and work samples available upon request.

HONORS & AWARDS

Graphic Design USA
American Graphic Design Awards

2016 Two awards • Displays/Environmental Graphics; Newsletters
2015 Two awards • Infographics; Newsletters
2014 Two awards • Exhibit/Display Graphics; Newsletters
2013 One award • Newsletters
2012 One award • Newsletters
2011 Two awards • Newsletters; Displays/Environmental Graphics
2010 Two awards • Brochures & Collaterals; Environmental Graphics
2009 Four awards • Brochures and Collaterals
2005 Four awards • Annual Reports; Brochures and Collaterals; Logos/ Identity

Graphic Design USA
American Inhouse Design Awards

2016 One award • Newsletters
2015 Two awards • Infographics; Newsletters
2014 One award • Newsletters
2013 One award • Newsletters
2012 One award • Newsletters
2011 Two awards • Editorial Design; Environmental Graphics
2010 Two awards • Brochures and Collaterals
2009 One award • Brochures and Collaterals

Art Directors Club of New Jersey

2009 • Bronze Medal, Web Design
2005 • Silver Medal, Visual Design in Print
2004 • Two Silver Medals, Color Brochures and Visual Design in Print; two Bronze Medals, Cover Design and Booklets

Council for the Advancement and
Support of Education

National Circle of Excellence Awards

2006 • Silver Medal, Special Program Publications Packages
2005 • Grand Gold Medal, Special Programs • Gold Medal, Student Recruitment • Silver Medal, Special Programs; Bronze Medal, Institutional Relations; Bronze Medal, Visual Design in Print
2004 • Gold Medal, Individual In-house Publications; Gold Medal, Visual Design in Print; Silver Medal, Special Program Publications Packages; Bronze Medal, Student Recruitment Publications

Regional District II Accolades Awards

2007 • Honorable Mention, Visual Design in Print
2005 • Gold Medal, Multipage Publications; Bronze Medal, Visual Design in Print; Honorable Mention, Annual Reports
2004 • Gold Medal, Viewbooks and Prospectuses; Silver Medal, Visual Design in Print

Curated Design Annuals

Best of Brochure Design 8, Rockport Publishers, September 2006
Big Book of Logos 4 (two selections), Collins Design Publishing, March 2005
Logo 2004: Best of Logos, Rockport Publishers, 2004