



Education

The College of Saint Rose (Albany, NY) – BFA in Graphic Design | Minor: Art History

Professional Experience

Creative Director | Lia Auto Group (Albany, NY) | 2017 – Present

- Create traditional and digital advertising graphics for distribution by the Lia Auto Groups to their 23 businesses and eight manufacturers.
- Develop graphics for use in various media including newspaper ads, direct mailers, webpage graphics, email graphics, and promotional posters.
- Design internal communication materials. Ex: promotional fliers for professional development opportunities and Lia sponsored vaccination clinics.
- Develop vehicle wraps for use at sponsorship events, courtesy shuttles, promotional displays, and corporate events.
- Design monthly marketing themes for cross-platform dissemination.
- Educate and supervise Lia's Search Engine Marketing (SEM), social media, and outsource teams to ensure proper implementation of graphics.

Junior Graphic Designer/ Lia Auto Group (Albany, NY) | 2014 – 2016

- Digital advertising and content creation for the Lia Group's 18 dealerships and 12 car brands under supervision of Lead Designer using Adobe Creative Suite.

2D Designer | EP&M International [Defunct] (Albany, NY) | 2016 – 2017

- Designed, edited, and updated graphics, permanent installations, exhibition graphics, environment graphics, brochures, and collateral material for use at trade shows.

Freelance & Contract Experience

Freelance Designer & Photographer (Albany, NY) | 2014 – Present

- Music photography: Promotional & live performance photography for both local and national musicians including PLUSH, Daughtry, Dirty Heads, Postmodern Jukebox, KALEO, The Front Bottoms, and The Midnight.
- Coordinate the print and digital design of albums, movie titles, promotional materials, editorials, and portraits.

Senior Graphic Designer & Photographer | North River Marketing (Troy, NY) | 2017 – Present

- Design branding, digital and print material for clients representing industries including Law, Real Estate, Tier 3 Automotive, Commercial Painting, and Commercial Construction.
- Work closely with clients to develop custom deliverables including authored blog posts, social media calendars, editorial templates, and event photography.

Contributing Music Journalist & Photographer | Nippertown Magazine (Albany, NY) | 2018 – Present

- Photograph and write regionally distributed reviews for touring and local musician performances.
- Conduct and author interviews with local and national musicians, acts, and exhibitions including Goo Goo Dolls, Josh Groban, Saint Motel, Fitz & The Tantrums, and the Albany Symphony.
- Contribute to local and regional op-eds about the arts, music and culture scene.

Exchange Designer | Uhrenholt A/S (Middlefart, Denmark) | 2014

- Designed a 100-page business manual from a plain-text document, created internal communication campaigns, photographed products, enhanced corporate branding, and edited sales brochures.

Skills

Adobe: Photoshop (17 Years), Illustrator (12 years), InDesign (12 years), Bridge (12 years), Camera Raw (12 years), Acrobat (5 years), Audition (1 year)

Microsoft Office: Word (5 years), PowerPoint (5 years)

Social Media: Instagram, Facebook, Google, TikTok, Twitter

Honors, Awards, & Featured Publications

American Graphic Design & Advertising Awards | 2014, 2015, 2019

Albany ADDY Awards | Finalist (2016), Silver Medal (2013, 2014)

Billboard Mainstream Rock Chart | *Single Artwork, Photograph, "Hate" by PLUSH* | 2021

Ms. Magazine | *Cover Art and Graphic Features* | 2016, 2018

The Rotarian Magazine | *Photography* | Vol.193 No.12 • Vol.195 No.8 • Vol.196 No.7