



PROFILE

Resourceful, reliable and energetic producer with seventeen years of goal-driven experience and a unique blend of qualifications combining creative management, expertise in information curation, production skills and development of interactive systems. Demonstrated ability to work equally well with corporate clients, vendors and artists. Areas of proven contribution include streamlined workflow, media strategies, event production, cost containment and revenue growth.

EXPERIENCE

Senior Creative Services Manager: 04.2008 - 06.2009

JWT Inside, New York

Responsible for creating working timelines, budgets and workflow, setting daily priorities for all the members of the Creative and Interactive departments while maintaining an organized, productive and timely work environment. Collaborated and supported Creative Directors, Managing Directors and Creative Services across the international JWT Inside network to facilitate successful execution of projects. Produced a weekly workflow report and conducted weekly workflow & production meetings ensuring the accurate status of all projects. In conjunction with the production studio, guaranteed the proper release of materials to media and vendors. Moderated Creative meetings including brainstorming, briefings, and internal reviews. Led Creative Services in efficient troubleshooting and crisis-management.

- » *Produced large-scale pitch presentations generating new business.*
- » *Negotiated highly competitive fees with vendors increasing profit margins.*
- » *Consistently developed accurate client estimates.*

Producer & Creative Services Manager: 08.2006 - 12.2007

Creative Services Manager: 03.2005 - 08.2006

Posner Advertising, New York

Produced all agency projects. Additionally, supervised the implementation of a new agency-wide management system, which included: supporting Principals in the development of new procedures and policies; liaison with software company and agency personnel; managing troubleshooting requests; creating and compiling templates and database content to ensure an efficient transition for all elements related to workflow and production; training agency personnel; ongoing maintenance and updating of system resources.

- » *In one year executed successful workflow, production and release for: 561 display ads; 96 email blasts; 66 online banners; 44 direct mail pieces; 41 packages of large scale signage, including billboards and sales offices; 33 websites; 17 stationery packages; 17 brochures & 15 logos.*

Director of Marketing & Creative Services: 06.2003 - 03.2005

Ballet Hispanico, New York

Maintained operational oversight of all aspects of marketing and branding for a professional dance company, dance school and education programs. Working with senior staff and outside agencies, responsible for developing, implementing and monitoring all efforts generating high visibility in English and Spanish markets.

- » *Provided the creative direction for all marketing materials introducing Ballet Hispanico to new audiences.*
- » *Conceived the marketing & branding plan and working timeline to maximize organizational growth.*
- » *Produced revenue generating marketing events that complimented the company's season.*
- » *Developed an internal workflow for website upgrades and updates.*
- » *Introduced a secure mechanism for online credit card transactions increasing revenue from donations and ticket sales.*



EXPERIENCE (CONTINUED)

Creative Marketing Producer: 01.2000 - Present

In collaboration with various individuals and companies established and updated strategies for marketing, advertising, PR, production and box office operations. Dramatically improved financial performance, increased attendance, optimized customer relations, and expanded media coverage. Clients have included American Repertory Ballet, Princeton Ballet School, Aaron Marcus Associates and Dance New Jersey, as well as chamber ensembles, orchestra soloists and non-profit organizations.

Director of Marketing & Public Relations: 08.1997 - 12.1999

Assistant Director of Marketing: 09.1993 - 08.1997

Operations Manager: 09.1992 - 09.1993

Mason Gross School of the Arts, Rutgers University, NJ

Consistently advanced internally to the leadership of a creative management operation encompassing dual responsibility for the marketing and public relations for Mason Gross School of the Arts as well as the planning, management and production of the annual Rutgers SummerFest. Developed and executed all programming and promotional campaigns, negotiated contracts for guest artists, administered budgets, and managed press relations.

- » *Conceptualized and supervised the design of brochures, flyers, website and other promotional materials ensuring the appropriate evolution of the Mason Gross brand.*
- » *Identified opportunities for free publicity and deployed media relation campaigns that dramatically increased print and broadcast media coverage of events and helped to generate overwhelming positive reviews by critics.*
- » *Managed bidding processes with printers and other service providers and negotiated to reduce expenses.*
- » *Successfully administered the New Jersey State Council of the Arts grant.*

ADVANCED SKILLS

Bilingual - Spanish; Apple Computers & Mac OS X Software; Adobe CS4 including Acrobat, InDesign, Photoshop; Microsoft Office Suite; Lotus Notes; Janus

EDUCATION

Rutgers, The State University of New Jersey
B.A. Theater Arts Administration/Computer Science, 1992