

***Brand Development • Experiential Marketing Initiatives • Client Experience Management  
Business & Marketing Strategies • Event Management & Production • Creative Entrepreneur***

Ambitious executive and entrepreneur with over fifteen years of demonstrated brand strategy and experiential marketing success. Develops and executes premium marketing strategies and communication solutions across multi-medium landscapes, expanding brand exposure through award-winning industry designs. Ensures revenue growth by leading targeted market initiatives to achieve competitive industry advantages. Consistently delivers during times of crisis and relishes unique challenges.

Specializes in high-end management with an exceptional level of professionalism. Builds dynamic relationships across a wide spectrum of Fortune 100 companies, executives, start-up clients, business associates and staff. Leads internal teams to recognize, stimulate and cultivate bold ideas. Inspires the development of innovative solutions by collaborating with colleagues and thinking outside-the-box. *Core competencies include:*

**Strategic Development & Execution • Consumer Experience  
Client Relationship Development & Management • Brand Activations  
Project Management & Implementation • Website Design  
Print & Online Collateral • Market Analysis & Problem Solving**

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## **CAREER SYNOPSIS**

### **OFFSITE, LLC** *New York, NY*

**2011 - Present**

*Venues for corporate meetings and private events in NYC and Chicago, specializing in value-added event management and production for Fortune 100 companies.*

#### **Owner – Director of Creative, Branding & Operations • [www.goOFFSITE.com](http://www.goOFFSITE.com)**

*Handles all day-to-day management of the business, including marketing, sales, event coordination, production, catering, staff and finances. Develops and executes strategies for all internal and external marketing and communication efforts. Collaborates with clients to create successful events from start to finish, including event branding, space coordination and full-scale productions. Leads and manages a team of 20 staff members to ensure an overall seamless event strategy, including audio/visual, catering, venue configuration and branding.*

- Accumulated over \$2 million in annual sales, exceeding yearly revenue expectations, by conceptualizing, creating and designing one of the first modern, full-service corporate meeting and event spaces
- Opened three venues within five years in New York and Chicago and reimagined the corporate meeting landscape
- Developed venue brand through targeted marketing initiatives by creating all interactive strategies and all branding elements, including logo, website, collateral and price guides
- Sustains a 98% client retention rate by building brand awareness, acquiring new clients and developing and executing internal brand marketing strategies and content
- Captured loyal client base including L’Oreal, HBO, Heineken, American Express, NBCUniversal, NBA, Livenation and Pfizer, helping to produce major event initiatives
- Oversees total client experience and works closely with Fortune 100 C-level executives on innovative conference and event strategies, always exceeding successful attendee metrics
- Consistently awarded top honors for corporate event spaces by leaders in the Meetings and Events industry, including BizBash, Unique Venues and Crain’s
- Coordinates with all external vendors behind-the-scenes while consistently delivering a high-quality product to the client
- Worked with architects, contractors, suppliers and city employees to coordinate and manage the design and construction of three commercial venues

## **Kessler Designs, LLC** *New York, NY*

2009 - 2011

### **Brand Strategist / Art Director**

*Created and executed personalized marketing strategies for individual clients by developing brand identities to enhance sales strategies. Designed custom websites, logos and advertising materials, incorporating clients' uniqueness to spark creative marketing initiatives.*

- Developed and executed strategic marketing initiatives in digital and print media by collaborating one-on-one with small business leaders
- Planned and designed branding campaigns in several industries: health, wellness, public relations, financial and medical services
- Rebranded a local physical therapy center through outdoor, print and digital marketing strategies, resulting in a profitable partnership with an area-leading hospital
- Forged into the entrepreneurial landscape by building a business foundation, executing target initiatives and laying the groundwork for future start-ups

## **Kirshenbaum Bond** *New York, NY*

2006 - 2009

*A global advertising agency, offering innovative, brand-building ideas.*

### **Interactive Art Director** 2008 - 2009

*Reported to the Creative Director and managed one team member. Coordinated cross-functionally with multiple departments to implement, direct and launch successful marketing campaigns.*

- Designed and produced print, collateral, branding and digital marketing projects by collaborating with teams to execute web-based campaigns, most notably the CIT Group campaign "Capital Redefined"
- Created online identities for reputable clients including Wendy's, BMW, CIT, Panasonic and Citi/AA
- Co-developed Wendy's online identity by serving as the lead IAD

### **Jr. Interactive Art Director** 2007 - 2008

- Expanded campaign collateral by collaborating with creative team on multi-million dollar advertising projects
- Executed online banners and website comps utilizing various programs including Adobe Flash and Photoshop

### **Project Manager** 2006 - 2007

- Exceeded client expectations by delivering campaign elements on time and within budget
- Proficiently executed deliverables by serving as liaison between creative and account departments

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## **EDUCATION • AWARDS • ABILITIES**

**Boston University - College of Communication** *Boston, MA*  
*Bachelor of Arts Degree, Communications*

**School of Visual Arts** *New York, NY*  
*Continuing education in art direction and design techniques*

### **Awards Received**

**Unique Venues:** Best Venue to Gather for the Day • Best Venue for Day Meetings • Best Training & Development Venue  
**Crain's:** Top Chicago Event Space  
**BizBash:** Best of NY Venues • Best of Chicago Venues

Adobe Creative Suite: *Photoshop, Illustrator, InDesign, Flash* • MS Office Suite: *Excel, PowerPoint, Word* • Google Suite: *GMail, Hangouts, Calendar, Drive, Docs, Sheets* • Zoom • Skype • iMovie