



## MY STUFF

Applying 25+ years of knowledge and award-winning creative success in the Healthcare, Pharmaceutical, and Food/Beverage industries while building exciting new creative content with initiative and energy.

## EXPERIENCE

**Creative Design Specialist**

Kush Concepts, Inc.

2021 – Current

📍 Chicago, IL

Established a freelance marketing and brand identity design business. Services included implementing major market promotions and sweepstakes for fortune 500 companies, designing market promotions, targeted data collateral, and creative strategy for large event congresses. Collaborating with other designers, writers, and content creators with cross-functioning purpose to ensure all projects are produced with the finest detail and highest quality.

**Associate Creative Director**

Integrated Merchandising Solutions (IMS)

2010 – 2021

📍 Morton Grove, IL

Achieved ACD position managing team of creatives for the Local Market programs nationwide on behalf of McDonald's corporation. Duties included overseeing 800+ major market print, digital, and animated promotions throughout the calendar year. Liase with McDonald's agency of record on targeted National programs and align the creative content with quality and consistency. Lead creative capability presentations, strategic brand planning, design services, and attended weekly manager / production status meetings.

- Ensure all print, digital, and animated project deadlines were designed, nurtured, and produced to market on the client's robust timelines
- Manage and integrate client's DAM files into various promotional projects specific to local market needs for McDonald's franchises nationwide
- Tracked our 90% billable time daily and pulled team reports for Accounting dept. on request as well as maintain monthly expense reports
- Hire and manage creative freelancers when temporary help was needed

**Senior Art Director**

GA Communications

2000 – 2009

📍 Chicago, IL

Developed diverse brand market identities in categories including Congestive Heart Failure, Oncology, Immuno Therapies, and Addiction. After a brief stint living abroad I returned to agency expanding into Bio-Genetics and Female Health therapies.

- Develop market materials from concept to production including leading client presentations, art purchasing and asset management, art directed off-site photoshoots.
- Designed web-landing pages for promotional brand market launches.
- Produced interactive displays for promotional, non-profit patient education forums for continued outreach to targeted audiences.

## EDUCATION

**Bachelor of Science**

Media Communications / Minor in Design

Northern Illinois University

📍 DeKalb, IL

- Copy Writer and Producer Internship WGBO-TV Chicago TV (Super 66)

## SKILLS

**Adobe CC**

InDesign	Powerpoint
Illustrator	Premiere Pro
Photoshop	Adobe XD
After Effects	Bridge

**Other Platforms**

Sketch	Outlook
Airtable	Certify
Google	Toggl
Systems	WebEx
MicroSoft	Box
365	Drop Box
MS Teams	Proof HQ
Zoom	OneDrive

## CLIENTS

Abbott Labs	MillerCoors, Inc.
Baxter Health	Novartis
Brookfield Zoo	Ovation
Clariant	Roche Labs
CMG	Saatchi & Saatchi
Dermik Labs	Sanofi
Dura Pharma.	Sara Lee
Firmenich	Serono
Galderma Inc.	Sciele Inc.
Genzyme Corp.	SGS Int'l
Glaxo Smith Kline	Shire HGT
Huet & Cie	Westgate Flowers
Kraft Heinz	World Heart Assoc.
McDonald's Corp.	

## ACHIEVEMENT

**Rx Award Winner**

2007 | 2002 | 2001

## SOCIAL

LinkedIn | Facebook  
Instagram