

## WORK EXPERIENCE

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2025 –  
2022 **RAPP NY** NEW YORK, NY

### Associate Creative Director

Healthcare division (3-6 accounts concurrently) driving innovative social, video, website, display, and CRM campaigns from concept to execution. Expert in client relationship management, presentations, and cross-functional team collaboration. Proven ability to manage and lead a creative team, manage timelines, through all phases of creative development, including video production from pre- to post-production. Manage and execute day to day task with an expertise in all levels of production.

#### MAJOR ACCOMPLISHMENTS:

- Revamped client's approach to social, leading to them altering how they do social across all their accounts and agencies.
- Introduced in-house video department and created systems to streamline video production.
- Directed on-set talent in social production shoots, including with celebrity influencer.

2022 –  
2019 **MAMMOTH ADVERTISING** NEW YORK, NY

### Senior Art Director / Senior Motion Designer

Entertainment advertising agency. Concepting and producing social media focused campaigns. Research design trends. Manage and direct freelance talent. Build out full campaign assets and designs across all media channels for a number of high-profile TV and Feature Film clients. Motion Graphics animation and editing.

2019 –  
2015 **McCANN HEALTH NY** NEW YORK, NY

### Senior Art Director

Creative concepting, Pitching, and New Business proposals. Team Leadership. Manage account branding and design. Website design, banners and various forms of digital media. Research design trends. Motion Graphics. Video editing. Retouching.

2015 –  
2012 **BBDO NY** NEW YORK, NY

### Print Production / Mechanical & Digital Production Artist

## EDUCATION

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### UNIVERSITY OF HARTFORD

#### Bachelor of Fine Arts, Illustration, May 2013

Awards: Four-Year Artistic Merit Scholarship.  
2013 Recipient of the Irma and Mort Handel  
Senior Commencement Illustration Award

### THE NEW SCHOOL, PARSONS

#### Certificate in Human Centered Healthcare, Jan 2024

UX certification program focused on human-centered design and its application within healthcare, aiming to improve patient experiences and outcomes.

## AWARDS

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**#GoodPress** 4/17  
Manny Awards -  
Best Self-Promotional Campaign  
**Creative Floor Awards** -  
Best Self-Promotion Campaign

**Split Second** 11/17  
Cannes Lions Health -  
Bronze Lion Pharma

**#HealMeToo** 11/18  
Clio -  
Silver Clio in Health and  
Wellness Social Media  
Category