

## Senior Digital Hybrid Professional

908.917.1490

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Adobe Creative Suite



**Springboard UX Certification**

**VEEVA CERTIFICATION:**  
Approved Email Bus/Tech  
CLM Bus/Tech  
ENGAGE

### Active Skill Set:

**Creative/Digital Software:** Full Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, Dreamweaver, AfterEffects, Premiere, Acrobat, Dimension, Bridge, Character Animate, AdobeXD), Sketch, Invision, Hype PRO (Animation), Articulate STORYLINE 360 (LMS)

**User Experience:** UX, UI, Userflows, Sitemaps, Wireframes, Rapid Prototypes and Personas (Adobe XD | Sketch)

**Content Management:** Joomla/Wordpress (DIVI, YooTheme/UI Kit Framework)

**Code:** HTML 5, CSS, Responsive Design, Ability to Code/Edit JQuery, JavaScript and PHP

**Extensive Print and Prepress background.**

**REMOTE PROFESSIONAL:** SLACK, GOOGLE HANGOUT, Skype, BaseCamp, ASANA, Trello

### Independent Consultant – SYLLAR MEDIA — 1999 - Present

Extensive experience as a digital designer, UX/UI visual designer, graphic designer, web designer/developer, digital/interactive professional and studio manager. Expert creative/front-end with a solid technical base. A "hybrid" skill set allows for ability to wear many hats and add value to teams across departments. Joomla/Wordpress CMS development, HTML email design and campaign management (iContact, Conversen, ExactTarget, MailChimp, Bronto, Salesforce), HTML5 banner design (Hype 3). Powerpoint/Keynote design and support. In addition to hands on abilities, solid client interaction and team management/project management skills. Exceptional creative thinker and team player.

**Syllar Media Partial Client List Includes:** AIPLA, ASIS International, Acteen, Alaven Pharmaceutical LLC, American Express, Bob Marks - Vocal Coach, Carter-Vine, Charles Strouse IP (Composer), Timothy Childs (Broadway Producer), Creative Noggin, Curio Productions, Dragons Group, Eden Communications, Evince, Evolve Productions, Goldfinger Gateway, Harvest Talent Management, Hyde Park Angels, Hyde Park Venture Fund, Ilene Graff - Actress, IDT Corporation, In Geer Music, Kyocera, Loislaw, Luftig Evans, Mason Display Innovations, Mededicus, Robert Merrill – Composer, Miller Medical/Knapp, New Adventures Toys, NJTC Venture Fund, North Valley Gymnastics, O'Hara Project, Paladin Healthcare, PepsiCo/Quaker Oats, Pfizer Pharmaceuticals, Pitney Bowes, Plays-in-the-Park, Premiere Global Partners, Promotion Productions Inc., Rosewood Marketing, RK Ventures, Sander Moses Productions, Schering-Plough, Security Industry Association, Snoreworld.com, SS&B Advertising, The Monitoring Association (TMA), UNEX Corporation, Watson Pharmaceutical, WeSolv, World of Relief, LLC.

### Senior Digital Director – NaviSYNC, LLC — Nov 2019 - Present

Director of in-house digital department for successful pharma agency.

Brand website design, HTML5 Banner Design and Animation (HYPE4), Email Design and Development. Certified in VEEVA Email, CLM and ENGAGE. Interactive project management and development. LMS course content development for client brands (Articulate Storyline 360).

### Senior Digital Design/Developer Hybrid/Creative Lead – DRAGON'S GROUP — Dec 2018 - Nov 2019

Digital/Interactive, UX/UI & Visual Design and Support for digital agency embedded in Reckitt Benckiser (RB) US with focus on Enfamil, Durex, K-Y, Mucinex, Neuriva, Clearasil, Amope, Veet, Airbourne and Mucinex brands.

Brand website redesign, HTML5 Banner Design (HYPE3), Brand Social Media Design Support, Digital Graphics Support for all agency needs internal/client both digital and traditional. Work directly with creative director and project management to define goals and meet deadlines.

### Senior Digital Design/Developer/UX/UI – REVOLUTION DIGITAL — May 2016 - May 2018

Digital/Interactive, UX/UI & Visual Design and Support for busy digital agency with focus on Dannon, Honeywell, Scrub Daddy, Summer's Eve, Neocate, Pedialax, Little Hug, Quickie, Preparation H, Sprout, NUK Baby Products, Daily's Beverages, Pfizer Pharma (Dimetap, Robitussin), Chapstick, & Senokot brands.

Email Campaigns (code and design) using iContact, ExactTarget and Conversen, MailChimp, Bronto, brand website management (CMS-WordPress/Joomla), HTML5 Banner Design (HYPE3), Social Media Brand Design Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with creative and project management to define goals and meet deadlines.

### Interactive Developer/Digital Creative – FERRARA & COMPANY/PureRED — February 2013 - May 2016

Digital/Interactive Design and Support for busy advertising agency with focus on the HEINZ Brands (Heinz Ketchup, Orelda, Lea & Perrins, Classico, Weight Watchers SmartOnes, BagelBites), as well as Arm & Hammer Products, First Response Women's Health Products and the NJ Lottery brands.

Email Campaigns (code and design) using ExactTarget and Salesforce, brand website management (CMS-WordPress/Joomla), HTML5 Banner Design and Coding, Social Media Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with project management to define goals and meet deadlines.

### Other Related Work Experience:

BUSINESSEDGE SOLUTIONS — Edison • NJ • 08820 - WEB DEVELOPER / CONSULTANT  
EDEN COMMUNICATIONS — Maplewood • NJ • 07040 - INTERACTIVE STUDIO MANAGER  
CATALYST COMMUNICATIONS — South Plainfield • NJ • 08820 - SENIOR STUDIO MANAGER  
SIEBEL MARKETING GROUP — New York • NY • 10022 - PRODUCTION SPECIALIST/ART DIRECTOR

**EDUCATION:** New York University (1991) • West 4th Street • New York • NY • 10003  
Major: Music/Business | Minor: Graphic Design  
Degree: Bachelor of Music

Hartt School of Music  
Major: Musical Theater