

SUMMARY

I'm a hands-on creative director with a strong background in brand strategy, copywriting, and multi-channel campaign execution. I thrive in fast-paced environments and bring a balance of big-picture strategy and detail-oriented execution. Whether leading brainstorming sessions or refining final deliverables, I collaborate across teams to align creative vision with business goals. I'm passionate about storytelling, visual identity, and building brands that connect with real people.

- WORK EXPERIENCE
- Executive Creative Director, Biofourmis

Oct 2022 – Apr 2025

 - Led enterprise-level rebranding initiatives, establishing consistent visual identity systems across digital, print, experiential, and packaging touchpoints.
 - Delivered 360° integrated marketing campaigns using storytelling and multi-channel strategy to drive HCP and patient engagement across service lines.
 - Partnered with executive leadership to align creative vision with business goals, translating strategy into effective campaign execution and measurable KPIs.
 - Managed cross-functional teams of designers, copywriters, and marketers, providing mentorship, creative reviews, and direction to maintain quality and momentum.
 - Oversaw the development of pitch decks and promotional materials, sales teams, and key stakeholders.
 - Directed packaging and kit design for patient onboarding, HCP education, and device deployment—ensuring brand consistency and usability.
 - Implemented workflow systems and managed resource allocation to enhance operational efficiency and meet critical deadlines.
 - Owned creative budget forecasting, vendor negotiations, and print production processes to ensure quality and cost-efficiency.
- Design Manager & Lead Designer, Care New England

Aug 2020 – Oct 2022

 - Spearheaded the rebranding of two hospitals, driving the development and rollout of comprehensive brand systems aligned with updated market positioning.
 - Executed omnichannel campaigns including video, billboards, transit, digital display, social media, and print, promoting diverse service lines across key demographics.
 - Created and pitched campaign concepts and philanthropic collateral to internal stakeholders and hospital presidents.
 - Oversaw a 4-person design team, managing workflow planning, quality control, and delivery timelines across all creative output.
 - Produced a wide range of HCP and patient-facing materials, aligning messaging and visuals with strategic objectives.
 - Conducted design reviews, ensuring brand integrity, layout excellence, and proofing accuracy.
- Graphic Designer & Department Coordinator, Fashion Accessories First

March 2016 - March 2019

 - Led visual design and production for branded packaging systems, point-of-sale displays, and retail collateral.
 - Designed seasonal collections and trend-based product concepts (jewelry, pouches, pins, keychains) using design thinking and prototyping.
 - Created mood boards, trend forecasts, and visual sales tools to support internal buyers and client-facing presentations.
 - Managed production schedules and coordinated with vendors to ensure timely, high-quality delivery of production-ready files.

EDUCATION

Bachelor of Science, Graphic Design & Digital Media

Johnson & Wales University

Graduated 2015

SKILLS

Leadership

Problem solving

Strategy

Execution

Communication

Concepting

Visual Storytelling

Campaign Development