

PROFESSIONAL EXPERIENCE

CIAVO Design LLC | Voorhees, NJ
President/Creative Director | October 2004 to present

- ▶ Supervise all aspects of award-winning advertising design firm including creative direction and account supervision
- ▶ Clients include: —Medical Society of New Jersey
—New York Shipping Association
—The Evergreens Continuing Care Community

WMSH Marketing Communications, Inc. | Haddonfield, NJ
Executive VP./Creative Director | July 1998 to October 2004

- ▶ Responsible for Creative Direction and supervision of advertising, marketing materials, and interactive projects
- ▶ Supervise and coordinate work flow between Traffic and Account Services
- ▶ Maintain computer network/internet technology administrator
- ▶ Report directly to Chairman/CEO

Winning Strategies | Mt. Laurel, NJ
Sr. Art Director | May 1997 to July 1998

- ▶ Responsible for design & production of ads, collateral, direct mail, storyboards, etc.
- ▶ Management of studio of in-house and free-lance designers

Artist Tree | Woodbury, NJ
Owner | October 1995 to May 1997

- ▶ Home-based advertising/communications design

Threshold Creative Services, Inc. | Moorestown, NJ
Sr. Art Director | April 1993 to September 1995

- ▶ Concept, design and production of ads, brochures, logos, P.O.S. display and other collateral
- ▶ Storyboarding for video and television spots
- ▶ Production and media coordination
- ▶ Client and vendor contact, estimating, coordination of freelance designers and artists

Impax Marketing Communications, Inc. | Philadelphia, PA
Sr. Designer/Production Manager | August 1989 to April 1993

- ▶ Graphic Design including comp, layout, illustration, mechanical and Macintosh desktop services
- ▶ Managed studio of four full time designers and freelance artists

McGovern/Jackson Advertising, Inc. | Shrewsbury, NJ
▶ Art Director, November 1987 to June 1989

Jarcom, Inc. | New Providence, NJ
Assistant Art Director | June 1986 to June 1987

- ▶ Design ads, visual aids, brochures for pharmaceutical industry
— Clients included Glaxo, Knoll

SKILLS

- ▶ Sound strategic creative direction for:
 - Print advertising
 - Brochures/collateral
 - Direct Mail
 - Web/e-marketing
 - Newsletters
 - Annual Reports
- ▶ Proven communications skills in client contact and staff management
- ▶ Adept at the following software applications:
 - Adobe Creative Suite
 - PhotoShop, Illustrator, Dreamweaver (Some knowledge of Flash and Premiere)
 - QuarkXpress
 - Microsoft Word/Powerpoint/Excel

EDUCATION

duCret School of Art | Plainfield, NJ

- ▶ Graduated with Honors, 1986
Major Courses: Advertising Design, Airbrush, Graphic Design, Illustration, Typography
Minor Courses: Painting, watercolor, Life Drawing, Printmaking
- ▶ Student Class President, 1986
- ▶ Student of the Year, 1986

William Paterson College | Wayne, NJ

- ▶ January 1982—December 1983
Major Courses: Color, Design, Art History, Painting.

*Award-winning
creative direction*

Strong work ethic

Efficient & effective

*20+ years advertising design
& MarCom experience*