

## EXPERIENCE

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### CIRATA (FORMERLY WANDISCO)

Creative, Brand, and Digital Strategy Director | 10/2023 – Current

#### Notable responsibilities:

- » Spearheaded and implemented the conceptualization and execution of Cirata's brand identity, aligning it meticulously with the company's foundational principles and ethos as a brand new company.
- » Crafted compelling and comprehensive brand guidelines and narratives that encapsulate Cirata's essence, ensuring consistency and integrity across all touch points.
- » Collaborated closely with cross-functional teams to integrate brand identity seamlessly into products, marketing campaigns, and customer experiences.
- » Orchestrated the creative vision of the organization, orchestrating an engaging and cohesive digital journey for end-users across website, video, and social media platforms.
- » Oversaw the strategic development and analysis of digital content, ensuring it resonates with target audiences and drives meaningful engagement and conversions.

### WANDISCO

Creative Director | 11/2022 – 10/2023

#### Notable responsibilities:

- » Responsible for leading the creative direction of a growing organization while leading a team of freelancers and videographers in order to achieve the best possible outcome and product.
- » Evolving the current brand to the next version by providing a strategic rebuild of all visual and company assets across various channels such as social media, internal branding, and event planning.

### BENTLEY SYSTEMS

Senior Manager, Creative | 12/2012 – 11/2023

#### Notable responsibilities:

- » Head of overall global creative and entrusted with Bentley brand standards and visual identity for a publicly traded organization driving unparalleled design excellence, precise detail, and creative innovation.
- » Instrumental in orchestrating the successful launch of the IPO with tactical creative, demonstrating astute creativity and strategy while collaborating closely with C-level executives to navigate investor relations and deliver compelling quarterly operating results presentations.
- » Directly responsible for leading an award winning creative and video production team that collectively supports an international organization of over 4,500 colleagues.
- » Managing multiple budgets and providing timely project management to meet crucial deadlines.
- » Employing the latest trends to drive continual innovation and maintain a decisive edge in the infrastructure software market.

#### Notable achievements during tenure:

- » Was selected and enrolled in Bentley HR's Accelerator program.
- » Awarded prestigious and limited Bentley's Founder's Award in three consecutive years of 2017, 2018, and 2019.

### M&M ASSOCIATES, INC.

Senior Graphic Designer | 09/2010 – 12/2012

#### Notable responsibilities:

- » Integral in the design ideation, and development of full public facing marketing campaigns for a number of Fortune 500 organizations.

### LASTING IMAGE

Art Director | 06/2005 – 09/2010

### LEGACY ATHLETIC

Graphic Designer | 06/2004 – 06/2005

## RECOGNITION

- » Back to Back Indigo Design Award Winner in Graphic Design for Year in Infrastructure Event branding, and Bentley User Catalog design, printing, and planning process.
- » Annual Industry Credit Card Design Winner – Steinmart
- » AAA US National Communications Grand Award Winner

## AFFILIATIONS

- » Chairperson – Occupational Advisory Board – Reading Muhlenberg Career and Technology Center

## SKILLS

- » Trusted leadership abilities, Adobe Creative Suite, Fluent with AI in creative applications, Jasper.ai, Adobe WorkFront, Asana Project Management, Microsoft Office Suite, Maglr, and PC or Mac Environments.

## EDUCATION

### YALE SCHOOL OF MANAGEMENT

Business Perspectives for Creative Leaders

- » Planning for 2025

### BRADLEY ACADEMY FOR THE ARTS

Associates Degree in Visual Arts and Graphic Design

### READING MUHLENBERG CAREER AND TECHNOLOGY CENTER

Advertising Design Program