



EDUCATION

Bachelor in Fine Arts - Graphic Design
Binghamton University, May 2017

CLIENTS

Bank of America, Change The Ref,
Maserati, Hennessy, Novartis,
Novo Nordisk, Gilead, Colgate,
New York City Government

RECOGNITION

GOLDEN DRUM YOUNG DRUMMERS
2024 Finalist

THE ONE SHOW
2024 SILVER (1) – MERIT (1)

LIA
2023 Gold (1) Silver (2) Bronze (1)

SABRE
2023 Gold

INNOVATION SABRE AWARDS
2023 Finalist

**PR DAILY'S DIGITAL MARKETING
AND SOCIAL MEDIA AWARDS**
2023 Winner

**FIERCE PHARMA
MARKETING AWARDS**
2023 Finalist

MM+M AWARDS
2023 GOLD

THE DRUM SOCIAL BUZZ AWARDS
2022 Finalist

TOOLS & SKILLS

Adobe Creative Suite
Cinema 4D
Figma
Photo editing
Motion graphics
Video editing
Midjourney

INTERESTS

Reading, Drawing & Painting,
Gastronomy, Matcha, Gaming

EXPERIENCE

BURSON - ART DIRECTOR 2024 - PRESENT

- Create and develop multiple earned campaigns for leading pharmaceutical, consumer, and corporate brands
- Develop and lead sophisticated creative concepts into 360 sustainable campaigns, platforms and activations
- Execute concepts for brand campaigns including productions, digital content, radio and print
- Concept, create, and pitched creative campaigns that lead to multiple new business wins for various clients spanning the pharmaceutical, consumer, and corporate industries
- Concept and lead art direction for video production projects
- Collaborate and guide design and animation staff with art and creative direction

BURSON - JUNIOR ART DIRECTOR 2022 - 2024

- Launched campaign for New York City Government jobs that overdelivered audience goals by 130% with 17.5MM in delivered impressions.
- Developed and led sophisticated creative concepts into 360 sustainable campaigns, platforms and activations
- Executed concepts for brand campaigns including productions, digital content, radio and print
- Collaborated in creative brainstorming sessions for new business pitch campaigns
- Concepted and led art direction for video and animation production projects alongside senior staff
- Collaborated and guided design and animation staff with art and creative direction

BURSON - DESIGNER 2021 - 2022

- Concepted and lead art direction for video production projects alongside senior staff
- Created art direction and render designs for social media content campaigns
- Animated and composited eye-catching graphics including title cards, lower thirds, and graphic effects for video spots
- Collaborated in creative brainstorming sessions

BURSON - JUNIOR DESIGNER 2018 - 2021

- Developed and produced designs for social media content, infographics and other promotional materials
- Animated and composited eye-catching graphics including title cards, lower thirds, and graphic effects for video spots
- Edited and assembled various video content including promotional video spots, interviews, and case study films
- Created logos for client sub-brands
- Assisted in-house productions with filming and audio recording
- Served as an aid to new interns and design coordinators

BURSON - DESIGN COORDINATOR 2017 - 2018

- Produced designs for social media content, infographics and other promotional materials
- Assisted with PowerPoint templates and presentations for client pitches
- Edited in-house videos for new business pitches
- Developed and edited client motion graphic highlight reels from conception to completion