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With over 20 years of experience in the fields of Marketing and Design, I'm passionate about bringing ideas to life through thoughtful design and strategic planning. I value collaboration and thrive in team environments, where my attention to detail, creativity, and organizational skills can help shape compelling visual stories. I take pride in being a reliable, dedicated partner, and strong leader always striving to create work that not only meets but exceeds expectations.

Education

2005 - 2008
Bachelor of Fine Arts, Graphic Design
Magna Cum Laude
Florida Atlantic University
Boca Raton, FL

Proficiencies

- InDesign (10 filled circles)
Illustrator (10 filled circles)
Photoshop (10 filled circles)
Microsoft365 (9 filled circles, 1 empty)
WorkFront (9 filled circles, 1 empty)
After Effects (9 filled circles, 1 empty)
Canva (10 filled circles)
Figma (9 filled circles, 1 empty)
Hootsuite (9 filled circles, 1 empty)
Social Media (10 filled circles)

Hobbies

Painting, crocheting, knitting, reading, home decorating

Employment

2025 - Present: Director of Marketing & Communications
JAFCO | Sunrise, FL

- Lead and direct a team while personally producing all marketing materials, spanning social media, digital marketing, and print collateral across four JAFCO sites
Designing collateral and developing communications end-to-end, from concept through final production, while managing team workflows and vendor relationships with contract printers, media firms, and web hosts
Creating a brand strategy to advance the JAFCO mission across a large catchment area, directly creating content that engages new audiences, strengthens community partnerships, and deepens relationships with existing stakeholders and donors
Developing and implementing a strategic social media plan, leveraging KPIs and platform metrics to drive measurable growth in engagement and reach across all channels
Partner directly with the development team to concept, design, and activate experiential marketing for events across Florida and northern communities (PA, NJ, and NY)

2008 - 2025: Vice President, Creative & Brand Strategy
Jewish Federation of South Palm Beach County | Boca Raton, FL

- Led a team of in-house graphic designers, web and UX/UI designers, email and social media managers, copywriters, and PR managers to deliver over 1,800 projects annually, consistently on time and within budget, often under tight deadlines
Built and managed a network of external vendors including contract designers, copywriters, printers, videographers, web developers, and media relations firms to support large-scale marketing campaigns
Developed and implemented a project management system that streamlined work flow, kept projects on budget, and ensured consistent on-time delivery across all teams
Strategized and executed brand awareness campaigns that significantly expanded reach across the Boca Raton, Delray Beach, and Highland Beach communities
Established and grew a multi-platform social media presence, achieving exponential month-over-month increases in reach, engagement, and followers
Partnered with the event management team to concept and produce experiential marketing for 200+ events per fiscal year

2004 - Present: Freelance Graphic Designer/Creative Director/Art Director
Nationwide

- Built a relationship with over three dozen clients across various industries - from nonprofit organizations to real estate developers and Fortune 500 companies

2005 - 2008: Senior Art Production/Design Specialist
Florida Atlantic University | Boca Raton, FL

Awards

2011: Gold & Silver ADDY
Ad Fed of Greater Fort Lauderdale

2014: Silver ADDY
Ad Fed of Greater Fort Lauderdale

2012: Gold & Silver ADDY
Ad Fed of Greater Fort Lauderdale

2015: Gold & Two Silver ADDY
Ad Fed of Greater Fort Lauderdale

2013: Silver ADDY Award
Ad Fed of Greater Fort Lauderdale

2016: Silver ADDY
Ad Fed of Greater Fort Lauderdale

2014: James H. Nobil Professional Achievement Award
Jewish Federation of South Palm Beach County