

## Overview

- Motivated and energetic individual, capable of managing and working with small or large teams; both in-person and remotely
- Dynamic and engaging personality, excellent communicator with exemplary organizational and management skills, aimed to communicate with team members to meet strict deadlines
- Well versed in corporate operational procedures, with extensive experience collaborating with multiple departments/individuals within an organization

## Marketing & Design Management Experience

### Editor-in-Chief/Creative Director, Career Education Corporation

- Conceived ARTISTIK and IADTX Magazine, two multi-million dollar, national marketing publications used as an enrollment platform to engage prospective students to pursue a college education
- Supervised and supported teams of nearly 20 designers, an Art Director and coordinated the development of all editorial, design and marketing aspects for the brand
- Cultivated and maintained strategic partnerships with 30 campuses nationwide, collaborating with teams of photographers, designers, artists and legal, adhering to strict corporate compliance guidelines
- Managed the design and marketing of supporting materials in both print and digital formats, promoting the Career Education Corporation family of career schools
- Conceptualized television spots for ARTISTIK Magazine, airing regularly on local major networks nationwide
- Designed and managed the brand development of several .edu sites, including Sanford-Brown College and LeCordon Bleu
- Increased new national enrollments quarterly for each campus by 285% (70 - 200+ new enrollments) and starts by 280% (average 50 - 140+ starts)
- Coordinated and supervised the press production for publication, while adhering to annual budgetary guidelines of \$200,000
- Designed, developed and managed the execution of accompanying online and tablet versions of the publication
- Conceptualized, designed and managed the development of the IADTX Network, a robust social/creative community for use by students, faculty, alumni and prospective employers

## Administrative Experience

### Department Chair, International Academy of Design & Technology/Sanford-Brown College Online

- 3+ years experience in Academic Administration in an online environment
- 7+ years experience teaching in both ground and online learning environments
- Remotely managed the faculty, staff and students of multiple programs simultaneously
- Managed the hiring, onboarding, training, scheduling, coaching and quality control of faculty
- Responsible for ensuring all required documentation kept on file annually, following accreditor guidelines and campus expectations
- Provided high-level support to faculty and students through observations, coaching and monitoring of academic progress to ensure classroom effectiveness and student retention
- Held quarterly Advisory Board meetings, aimed at constantly evolving the curriculum to fit industry changes and expectations
- Recipient of exemplary surveys and awards, with comments targeting dedication to the faculty and students for classroom effectiveness

## Employment

### **Sanford-Brown College Online, Tampa FL**

Department Chair of Graphic Design, Internet Marketing, Advertising Design, Information Technology Departments, 08/2014 – 08/2017

### **Career Education Corporation**

Editor-in-Chief/Creative Director of ARTISTIK/IADTX Magazine, 05/2009 – 08/2014

### **Sanford-Brown College Online, Tampa FL**

Adjunct Instructor- Graphic Design, 11/2009 – 08/2014

### **International Academy of Design & Technology, Tampa FL**

Adjunct Instructor- Graphic Design, 07/2007 – 11/2009

*\*Educator of the Year Recipient, 2009*

## Education

### **American Intercontinental University Online**

Masters of Business Administration in Marketing, 12/2014

### **International Academy of Design & Technology, Tampa FL**

Bachelor of Fine Arts, Graphic Design, 06/2006

## Technical Skills

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Dreamweaver, Flash
- Experience with HTML, WordPress, MailChimp
- Cross Platform Proficient: Mac + PC
- Expert knowledge in Microsoft Word, Excel, PowerPoint
- Instructional Media Applications: Adobe Connect, Captivate, Whiteboard, Jing