
Professional Experience

■ **PRINCIPAL** :: **Pixelpunk, LLC** // *December 1999 through Present*

- Conceptualize, develop, produce, and distribute compelling on-brand and original content to engage defined audiences.
- Leverage all story channels (in-person, print, website, mobile, email, social, etc.) to create valuable and sharable experiences.
- Execute attention and retention strategies to acquire new customers and increase loyalty from existing base.
- Monitor, analyze, and report on content marketing performance to refine and improve future creative assets.
- Work cross functionally with a variety of departments, such as web developers, IT, marketing managers, social media managers, etc.
- Act as a virtual in-house advertising agency for printed marketing and sales collateral, logos, direct mail pieces, trade-show booths, and other graphic design projects.
- Website design and technical development, including site architecture, responsive mobile design, ecommerce implementation, and search engine optimization.
- See www.pixelpunk.com for online portfolio highlighting broad scope of projects and expertise

■ **PRODUCT & MARKETING MANAGER** :: **Adventive** (*A subsidiary of BlueTie, Inc.*) // *March 2009 - October 2009*

- Serve as the primary product designer and marketing lead for web-based software applications.
- Develop the user interface (UI) design, workflows, interaction details (UX), and rapid prototyping, and user testing for all web-based software products, create preliminary design concepts, and work closely with engineering team to implement and iterate.
- Develop and manage quarterly product roadmap to communicate direction and progress to development teams and key stakeholders. Determine priorities and make sure the roadmap is aligned against business goals and user needs.
- Design marketing collateral materials, including sell sheets, brochures, newsletters, e-newsletters, advertising, banner ads, presentations, proposals, product and training demos (Flash), micro-sites, etc.
- Responsible for all graphic design, site architecture, UI, and XHTML/CSS coding of Adventive's corporate website. Define and implement web design parameters, style guides and visual standards.

■ **LEAD DESIGNER & ONLINE MARKETER** :: **BlueTie Inc.** // *October 2007 - March 2009*

- Develop functional requirements, scenarios, and conceptual materials including product mockups, prototypes, and proof-of-concept content for the purpose of enhancing application functionality and optimizing the user experience.
- Define and implement web and application design parameters, style guides and visual standards.
- Manage Pay-Per-Click campaigns including set-up & maintenance, landing page creation & optimization, ROI/conversion rate improvement, copy writing, a/b and multi-variant testing.
- Responsible for managing social network strategies utilizing Facebook, Digg, TechCrunch, YouTube, Blogging, PodCasting, etc.
- Determine the look and feel and coding of all BlueTie websites using XHTML, CSS, Flash, JavaScript, AJAX, and W3C web standards.
- Perform technical analysis and evaluation of industry trends and new/evolving technology.

■ **DIRECTOR OF INTERNET MARKETING** :: **Innovative Solutions** // *July 2006 - October 2007*

- Responsible for Internet marketing & online media planning: Identifying demographics and target audiences, monitoring, tracking and evaluation of online marketing strategies.
- Develop and execute search engine marketing strategies: Competitive analysis / data collection, organic search engine optimization (on-page and off-page), banner ad creation & campaign management, link-building / link profile analysis, rank monitoring / rank trends analysis and website analytics / understanding user behavior.
- Manage Pay-Per-Click (PPC) campaigns, landing page creation & optimization, ROI/conversion rate improvement, copy writing / a/b/split testing.
- Implement E-mail Marketing Campaigns: Template creation, opt-in/opt-out management, measuring & improving open rates.
- Maintain Blogs: Custom WordPress installations and template designs, blog optimization for search engines, and copy writing.

■ **SENIOR WEB DEVELOPER & DESIGNER :: BlueTie Inc.** // July 2004 - July 2006

- Manage the functional, technical and creative aspects of BlueTie's marketing and e-commerce website (1 million unique page views per month).
- Responsible for all graphic design, site architecture, UI, and XHTML/CSS/DOM coding.
- Design and production of customer-facing marketing materials, including all print collateral, PowerPoint presentations, proposal templates, brochures, sell-sheets, user manuals, flash demos, and trade show booth graphics.
- Plan and execute web-based B2B marketing campaigns via web, email, opt-in newsletters, banner advertising, PPC, Paid Inclusion etc., and measure metrics & analytics to influence positive ROI.
- Implement and manage organic search engine marketing strategies to consistently achieve top-10 rankings on all major search engines.
- In charge of user-interface/product re-design for BlueTie's next-generation of web-based SAAS business applications with primary responsibility to democratize technology by building elegant, intuitive, and insanely cool web-based applications that people can easily use.
- Provide all written, visual, and architectural communication, including overall design parameters, visual standards, style guides, storyboards, and user-interaction diagrams.

■ **WEBMASTER :: St. John Fisher College** // September 2002 - July 2004

- Research and evaluate innovative and appropriate web technologies such as content management, web authoring tools and document management. Provide key recommendations and strategy for the web as it relates to the college's marketing goals and initiatives. Understand and determine key Internet marketing initiatives to extend the college brand.
- Provide all graphic design, GUI, HTML/CSS/ASP and database programming using W3C standards.
- Coordinate with campus stakeholders to facilitate the development of departmental/administrative web materials.
- Coordinate programming of web applications with Office of Information Technology and other web authors to match desired outcome with technological feasibility. Supervise the production cycle from concept to delivery.
- Generate statistical reports including detailed web log analysis and reporting. Analyze data and implement necessary programming/design changes for better market positioning (WebTrends).
- Provide college personnel ongoing training and assistance in the construction of web pages and proper uploading of pages, file transfer and use of web applications, and imaging tools. Provide onsite consultation with campus entities to review and understand content and sub-site requirements.

■ **ART DIRECTOR :: William E. Simon Graduate School of Business** // June 1998 - September 2002

- Responsible for the creative direction and production of promotional, informational, educational and recruitment materials for the internationally ranked Business School at the University of Rochester, located in Rochester, New York.
- Design and produce approximately 300 University projects per year, including advertising and marketing campaigns, digital publications, and all print collateral. Execution of projects from concept to completion, including graphic design, art and photo direction, production, and final approval of press sheets.
- Explore and identify new opportunities for communication over the web. Apply relevant digital innovations to produce electronic material that allows the school to compete in an international marketplace.
- Manage multiple design projects in a wide range of publication formats while continuing to stay within budget and meet deadlines. Extensive knowledge of the publication process. Interact with all levels of persons from the University including academic deans, faculty, staff, alumni, and students regarding design concepts and ideas. Work effectively with an ethnically & culturally diverse campus population.

■ **INTERACTIVE MEDIA DESIGNER** :: **Gannett Corporation** // *June 1994 - June 1998*

- Responsible for web site development, page design and html programming for the Rochester Democrat and Chronicle Digital Edition at www.DemocratandChronicle.com
- Find creative uses of technology to support client marketing goals. Repurpose traditional marketing and graphic design concepts to produce unique and effective Internet solutions.
- Produce and analyze individual site reports to follow or manipulate site traffic and observe trends.
- Creative design, layout and production of print advertising materials in an agency-like environment.
- Work with advertising representatives and their clients to create high impact, highly marketable advertising solutions in multiple mediums.
- Execution of projects from concept to completion, including photo direction, production, final films and press checks.
- Project planning and production of full color special sections and supplements.

■ **ART DIRECTOR** :: **City Newspaper** // *December 1992 - June 1994*

- Art direction, design, & production for alternative weekly newspaper; the second-largest newspaper in the greater Rochester region.
- Responsible for cover design, editorial and features layouts, selecting photographs and approving final output.
- Managed art/production departments.

Educational Experience

- A.A.S. Graphic Design and Advertising Technology // State University of New York (1993)
- Entrepreneurship Certificate Program // William E. Simon Graduate School of Business (2000)
- MIS (Web Site Client/Server Systems) // College of Business, Rochester Institute of Technology (2002)

Achievements and Affiliations

- 2014 Outstanding Alumni Achievement Award (SUNY)
- 2011 RBJ "Best of the Web" Award (Business and professional services category)
- 2010 RBJ "Best of the Web" (Judge)
- 2008 W3 Silver Award for Creativity: BlueTie Website
- 2007 Instructor, Web Design and Computer Animation, University of Rochester (Rochester Scholars Spring)
- 2004 Forbes "Best of the Web" Small Business Category
- 2003 Prism Award, Public Relations Society of America, Logo Design
- 2003 Admissions Advertising Awards, Awarded Gold and Silver
- 2001 Dean's Award of Excellence, William E. Simon Graduate School of Business Administration
- 2001 Prism Award, Public Relations Society of America, Not-for-Profit Category
- 1999 Admissions Advertising Awards, Awarded Gold in Two Categories
- Member of the American Institute of Graphic Arts (AIGA)

Portfolio

- Please visit my online portfolio at: www.pixelpunk.com and my blog at: blog.pixelpunk.com