

design + marketing experience:

kerstein creative, Amesbury, MA

March 2006 – Current

Creative Director

Clients: CCI/Crosby Publishing (a division of IDG), *ESPN-RISE* (formerly SchoolSports Inc.), *New England Bride Magazine*, Harvard University: Humanities Center, The University of Texas at Dallas: Sickle Cell Disease Research Center, Ace Ticket, Seacoast Ink, Judy Campbell & Associates, Jacqui Amidon Yoga, Wired Safety, The CSA at Arrowhead Farm.

- + Managed the creative direction, art budget and production of *Cable in the Classroom Magazine*, a national, four-color magazine (circ.: 63,000; 11x/year) promoting the educational value of cable programming to educators and media specialists.
- + Produced *Threshold Magazine*, a national, four-color journal (circ.: 38,000; 4x/year) developed in partnership with leading education organizations providing authoritative perspectives on key educational technology issues.
- + Provide consulting services and seasonal production support to ESPN-RISE, including *RISE Magazine*, *Gridiron*, and Gatorade's *Players of the Year Yearbook*.
- + Produce (from concept to production) a variety of business collateral including logos, brochures, advertisements, sell sheets, trade show graphics, posters, information graphics, product packaging, POP displays and flyers.
- + Create custom invitations and announcements for birthdays, births, showers and other special occasions.
- + Develop and maintain long-term business relationships with clients, freelancers, service bureaus and printers.
- + Manage billing, accounts receivable, contractual agreements and mailings.

ESPN RISE (formerly SchoolSports, Inc.), Boston, MA

March 2000 – March 2006

Art Director

- + Directed the overall design and production of 25 regional, four-color magazines (circ.: 910,000; 8x/year) and one national, subscription-based magazine, to establish RISE/SchoolSports as the nation's leader in high school sports.
- + Managed the staff and workflow of both the art and photography departments while overseeing creative budgets.
- + Developed the (original) graphical interface for www.SchoolSports.com, the company's highly-trafficked, database-driven, content delivery website.
- + Designed numerous co-branded advertisements (print and interactive) for national clients such as Nike, Reebok, Gillette, Gatorade, New Balance, Champion, adidas, RocaWear, Army, Navy and Marines.
- + Regularly communicated and negotiated with design firms, ad agencies, web developers, freelancers and printers.

National Educational Travel Council (NETC), Boston, MA

December 1996 – March 2000

Graphic Designer

- + Designed and produced all marketing materials (concept, design and final print production) on-time and on-budget. Materials included posters, handbooks, advertisements, direct mail, business collateral, trade show graphics and the semi-annual, 132 page four-color catalog which is the backbone of NETC's sales.
- + Oversaw the creation of a marketing master plan and repositioning, logo redesign and corporate recruitment video.
- + Managed the redesign and redevelopment of www.EducationalTravel.com into a comprehensive, interactive catalog of programs and services.
- + Negotiated multiple contracts that reduced NETC's print budget by over \$20,000 in 1999.
- + Art directed photo shoots, domestically and overseas.
- + Implemented a job order tracking system for long-term budget analysis and simplified invoice auditing.
- + Regularly communicated and negotiated with design firms, copywriters, web developers, freelance photographers, service bureaus and printers.

Haas Publishing, Watertown, MA

January 1995 – December 1996

Production Assistant

- + Produced the company's most profitable publication, *The Apartment Guide*, a monthly, 112 page four-color digest.
- + Assisted the production of:
 - *The Connecticut Apartment Guide*, a monthly, 64 page four-color digest.
 - *The Apartment Guide Supplement*, a seasonal, 16 page black and white publication.
 - *The Auto Dealers' Guide*, a weekly 24 page black and white publication.
- + Created and maintained www.neauto.com (now defunct).
- + Participated in the creation and maintenance of www.apartmentguide.com (now defunct).
- + Design duties included advertisement creation, photo correction, digital illustration, web design and proofing.
- + Communicated with clients, service bureaus and printers.

computer skills:

Mac (OS X) and Windows: QuarkXPress 7, Adobe Creative Suite 3, FTP Utilities, Microsoft Office, Microsoft Publisher.

education:

Boston Architectural College, Boston, MA

June 2002 – May 2006

Decorative Arts Certificate

Boston University, College of Communication, Boston, MA

September 1991 – January 1995

B.S., Mass Communications

Dean's List, Communications Honor Society