



SUMMARY

I am looking to lead, inspire and mentor an edgy, interactive web team developing Internet marketing solutions using the power of state-of-the art digital media. With the precision of an artist and the passion of a scientist*, I am a creative problem solver; detail oriented with strong verbal communication skills. I have extensive client interaction experience developing, presenting and executing all aspects of marketing campaigns. I have 13 years of professional experience in web site development and 20+ years of project management experience in the graphic, urban and industrial design fields.

KEY STRENGTHS I have a strong visual aesthetic sense, ability to manage, mentor, and inspire design and production teams, develop proposals, manage work streams, build relationships and create value for the company and clients.

SKILLS

Project Management
Client Interaction and Relations
Branding and Identity
Web site development, management and marketing utilizing Web 2.0 philosophy
Pre-flight, print production and design.
On-location and studio Photography Director
Fluent in Italian

COMPUTER KNOWLEDGE & EXPERTISE

Proficient & Expert skills: CS3 Photoshop, Camera Raw w/Bridge, Illustrator, Dreamweaver, Acrobat, Indesign, QuarkXpress, GoLive, Microsoft Office, Filemaker Pro
Working knowledge of HTML, CSS, Flash, Fireworks, Javascript, AJAX, .PHP, MySQL, SEO & SEM, IA
Macintosh Operating System – programming, consulting, mentoring

EDUCATION AND CERTIFICATIONS

- College for Creative Studies, Detroit MI, Digital Arts: Web Certificates 2008
- Wayne State University, Detroit, MI 1987, B.S., magna cum laude
- College for Creative Studies, Fine Art – painting, photography, industrial design

EXPERIENCE:

Interactive Web & Marketing – Project Director, Dalton Art & Design 1995-present
Web development and marketing specialist for hospitality clientele implementing Web 2.0 trends, e-mail campaigns, photography and graphic design using industry-standard computer programs.

Program Coordinator, Master Gardener Program, MSU Extension Service 1996-1999
Initiated and operated the MSU Extension Master Gardener program in Antrim County which also served three surrounding counties. Completion rate of students was 85% compared with state average of 35% due to organizational skills and mentoring.

Project Director/Business Manager, Dalton & Foles Design, Detroit MI 1985-1995
Coordinated marketing, graphics, photography and development projects including: product, exhibit, interior design, transportation and urban design. Directed and produced multi-image and video productions for support materials. Developed visual concepts and mock-ups for client-related materials.

*Novelist Vladimir Nabokov - counselled his Cornell literature class

WEB DESIGN & MANAGEMENT

**Tapawingo, Village of Ellsworth, Dalton Art & Design, The House on the Hill,
Dalton & Foles Design, Bellaire Bed & Breakfast, Moon Keeper Bed & Breakfast**

SELECTED MANAGEMENT PROJECTS

- ALPS Automotive: Coordinated design and construction of SAE exhibits. Facilitated establishment of initial presence in Detroit market of first-tier automotive supplier.
- State of Michigan: Project director of historic designation surveys including St. Florian Historic District, the first urban designation awarded in Michigan.
- College for Creative Studies: Director of photography for Industrial Design Department
- Santa Clara County Transit Authority, CA – Coordinated & developed visual presentation for the strategic planning of San Jose Transit System, which obtained federal funding.

CLIENT/PROJECT LIST

Western Michigan University
Meadow Brook: Antrim Cnty. Medical Care Facility
Char/Em Early Education
ALPS Automotive
City of Mountain View, CA
Children's Creative Concepts Corporation
Sunset Books
Santa Clara County Transit Authority, CA
Michigan Bell Telephone Company
Fisher Guide – GM
DuPont Automotive, Troy MI
Wolff Wire Corporation
City of Hamtramck, MI – Joseph Campau Redevelopment Project

MEMBERSHIPS

A.I.G.A. American Institute of Graphic Arts
Information Architecture Institute
National Museum of Women in the Arts, charter member
Surface Design Association, member

REFERENCES

Furnished upon request.