

Performance Summary

Extensive experience in marketing, advertising, graphic design and social for clients in the financial, real estate, medical, scuba diving industry, promotional markets and the non-profit sector. Work includes print and online solutions.

Areas of Expertise

- Brand Building
- Social Media
- New Customer Acquisition
- Graphic Design
- Integrated Marketing
- Copy Writing & POS

Performance Highlights

- Built a greater social media presence and guided outreach efforts to new audiences. Created monthly analytic reports and used them to develop effective social media programs.
- Reconstructed company website to appeal to target audience and increase sales, ease of use and electronic visibility.
- Improved branding and messaging and devised product knowledge videos for dealers and consumers.
- Designed and developed 360 degree marketing campaigns producing targeted, functional and brand specific collateral and advertising materials.
- Played key role in launch of all new products.
- Created a coalition of support of fishery/ocean policy initiatives by building strategic relationships with key stakeholders, grasstops and local grassroots community groups, NGO's and business leaders.

SCUBAPRO

Marketing Consultant

January 2015 - Present

Led US team managing marketing, advertising, promotional programs, product launches, media relations, sales collateral, tradeshow marketing, social media and brand management worldwide. Analyzed market, cultivated innovation, optimized product mix and pricing.

- Transformed previously archaic website into improved and optimized online experience generating better communication flow and adding an effective sales tool for consumers, sales managers and dealers.
- Introduced new online and printed price lists and catalogs that enhanced the sales team and dealers understanding of product features and helped them sell more effectively resulting in a 12% increase in sales this year.
- Increased brand awareness and engagement on social media channels through creative design and creation of assets. Continuously monitored online public relations and ensured the success of programs.
- Produced out-of-the-box cool videos for increased engagement on social.
- Created strategies and designed materials for new product launches: presentations, ads, social media memes, digital assets, flyers, sell sheets, posters, postcards, stickers, in store promotional items.

SOLMAR V LIVEBOARD

Social Media Manager

May 2016 - October 2016

Developed and produced online marketing campaigns effectively driving brand awareness, engagement and traffic to social media pages.

- Created branded assets and witty content for posting resulting in a 30% increase in bookings.
- Expanded email list by redesigning templates, writing copy and sending out email newsletters.
- Increased Instagram, Blog and Facebook engagement and activity by 75% within the first 60 days of employment.

Shark Angels

Executive Director

April 2007 - Present, New York, NY

Creation and development of global non-profit organization dedicated to protecting sharks. Oversee activities of organization by developing and planning long and short-term communication strategies, implementing marketing and donor management plans to engage new supporters.

- Design marketing materials from beginning to end including brochures, posters, postcards and shark activity books.
- Write, develop and upload new content and graphics for website.
- Produce, design and send out e-blasts and newsletters.
- Manage, develop and grow the organization's social media presence connecting to all pertinent media outlets like dive blogs, scuba forums and animal rights activists groups.

Pew Environment Group

New York & Pennsylvania Outreach Field Consultant

October 2009 - Present, New York, NY

Create support and awareness of issues by building strategic relationships with key stakeholders, grasstops and local grassroots community groups, NGO's and business leaders to help end overfishing in the Mid-Atlantic. Work with members of Congress and governmental agencies to implement new fishery laws. Develop strategies and marketing plans to attain targeted goals.

- Recruit over 500 business leaders and partners with a key emphasis on fishermen, scuba divers, NGO's, coastal businesses, seafood restaurants and chefs to participate and take action in advocacy campaigns.
- Plan, organize and implement community special events such as presentations, environmental fairs, and trade shows.
- Develop and send out action alerts and social media campaigns in order for people to take appropriate action.
- Assist in generating, writing and/or placing earned media including opinion editorials and letters to the editor highlighting the campaign's goals.

Advertising Agencies

Creative Director

June 1998 - October 2008, New York, NY

Designed and executed creative advertising and integrated campaigns across multiple formats: collateral materials, websites, logos, brand development and direct mail, in print and online. Clients include: Bank of America, Wells Fargo, Ameriprise, Morgan Stanley, Godiva, Swatch, Remy Amerique, Verizon, Scholastic, Empire Divers, Shark Savers, Shark Angels.

Software

CS6, PowerPoint, Joomla, Microsoft Word, Mac and PC platforms, Umbraco, Spreadfast, basic knowledge of HTML

Social Media

Instagram, Twitter, Facebook, Linked-In, Youtube, Pinterest, Constant Contact, Mail Chimp

Interests

Avid and advanced open water diver for 25 years, traveling, diving with sharks, fitness.

Education

Parsons School of Design, Communication Design, May 1989

School of Visual Arts, Milton Glaser Design Course, 1995

Hofstra University, Bachelor of Science, Graphic Design, Dean's List, May 1987