

Career Summary

Creative manager and designer with over seven years of experience in the design and marketing industry. A proven track record in web, print, and eCommerce, specializing in maintaining brand identity. Experienced in developing programs in the business-to-consumer and business-to-business sectors. Passionate team player adept at collaborating with copywriters, management, and clients.

Employment

Creative Team Leader • 09.2005 - 08.2008

Boca Java, Inc., Deerfield Beach, FL • *Internet retailer of gourmet coffee*

- Created the artwork for in-house creative, marketing and merchandising efforts
- Managed other designers and freelancers on development of the company's website, online promotions, weekly email blasts, merchandising brochures, and wholesale collateral
- Utilized a solid understanding of the online marketplace to collaborate with IT team members to translate ideas into user-friendly experiences meeting brand standards
- Lead production meetings with executive members to discuss new concepts and set seasonal priorities
- Provided creative vision for packaging, messaging, and personality on re-branding project
- Worked on accounts for Sean Hannity, Rush Limbaugh, Style Network, and a variety of affiliates

Graphic Designer • 08.2004 - 09.2005

Cranchi Florida, Pompano Beach, FL • *Luxury motor-yachts*

- Designed and produced the company's marketing materials including corporate and regional websites, national print advertisements, direct mail, newsletters, and brochures
- Managed Google PPC search engine marketing
- Advertisements published in Power & Motoryacht, Yachting, and Lamborghini magazines
- Organized company events such as international boat shows and customer rendezvous vacations
- Managed customer database and analyzed monthly sales reports

Assistant Marketing Director • 02.2003 - 03.2004

SWI Digital, Inc., Ft. Lauderdale, FL • *Multimedia and marketing agency*

- Designed website templates and customized for clients who joined our network; produced up to 3 sites a day
- Content Specialist for company websites, which included researching, writing and editing copy
- Spearheaded executive tasks acting as interdepartmental project manager and liaison
- Researched and maintained relationships with domain vendors for new marketing programs

Junior Account Executive • 02.2002 - 09.2002

Omni Automotive, Boca Raton, FL • *Automotive advertising agency*

- Assisted the Senior Account Executives with client correspondence and print advertisement updates
- Established a Print Trafficking system to oversee the production of weekly print ads
- Oversaw production of all Point-of-Purchase material
- Assisted the Creative Department with writing radio and television scripts
- Assisted Broadcast Traffic Manager while out of office; duties included speaking with talent, radio, and television clientele

Freelance Contractor • 2000 - Present

- Provide clients with strategic marketing, branding, and design solutions
- Clients: Cranchi Boats, Windy USA, American Yacht Transport, Hidden Harbor, Darren Spurgeon Photography, FrontLine Electric, Solt's Plumbing, Emerald PR, FAU's College of Science, The Langhorne Company, FAU's Agency for Graduate Concerns

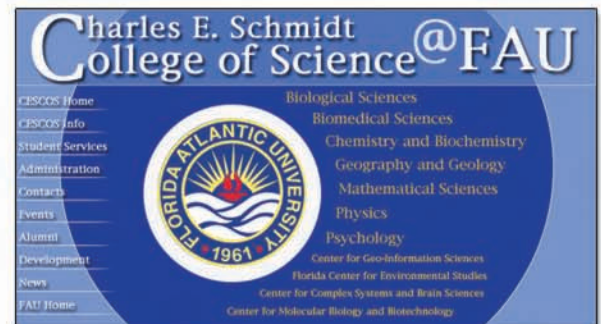
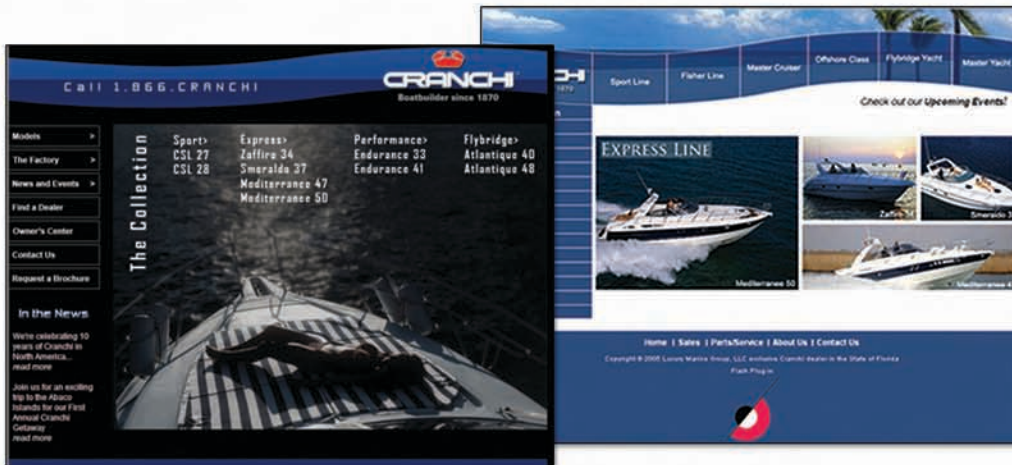
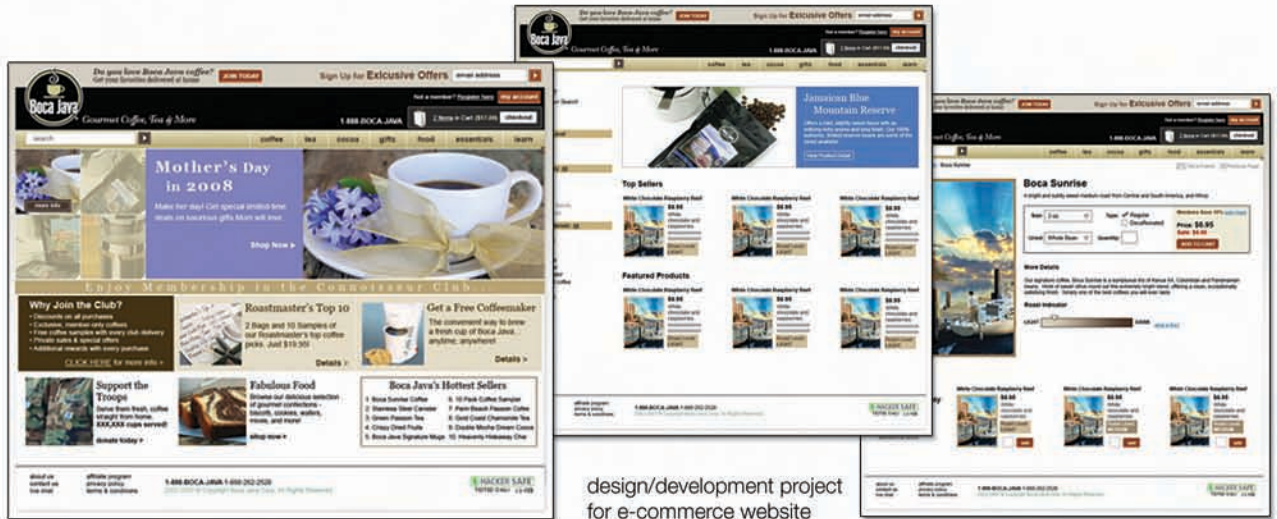
Education

Bachelors of Science in Advertising (High Honors), University of Florida GPA 3.75 • 12.2001

Associate of Arts in Graphic Design (Highest Honors), Broward Community College GPA 3.75 • 05.1999

Software

Mac and PC	InDesign	CSS
Photoshop	Flash	Imageready
Illustrator	Dreamweaver	Acrobat
Quark Xpress	HTML	Office Suite



Introducing Chocolate Cherry Celebration

Something to Celebrate

Enjoy our NEW medium roast gourmet coffee which combines the magic flavors of delicious chocolate and sweet cherries.

shop now

Honor Dad with a Gift from Boca Java

shop now

Complete Matcha Set 15% Off

20x the antioxidants of orange juice
10x the nutrients of regular green tea

the greenest of green tea
matcha

View The Tea Infusion Line [click here](#)

Rankin Toast with Espresso Street Infusing Beaker | Cast Iron Tea Set Variety of Colors Available | Assam Toast 4 Cup Press

Vote Here America Select the next Doggers Blend from the Final Four! **Cast Your Vote Now**

Taste the Flavor!

Buy 3 Bags & Get Maple Bacon Morning™ FREE

Only \$19.95

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Taste the Flavor!

Buy 3 Bags of Coffee Get Maple Bacon Morning™ FREE

Try It Today!
bocajava.com

banners for affiliate channels

We Are So Confident You Will Love Our Coffee We'll Give You 2 Bags At No Cost!

What makes Boca Java so great? We only use the best beans in the world - the top 2% specialty grade Arabica beans and roast them to order, just for you. It is this unique process that consistently delivers the best tasting coffee you'll ever drink.

Buy 2 Bags Get 2 Bags Free!

all for just \$12

How Fresh is Your Coffee?

Over 90 percent of the coffee in this country is sold stale... after a month or six weeks, no matter how noble the beans or artificial the roast, coffee is reduced permanently to lowercase "c" variety. (Knox & Sheldon Huffaker, 1997)

Stop drinking stale, store bought coffee and start experiencing the fresh taste that only Boca Java's Roasted-to-Order process can produce. Find out for yourself with no risk by taking advantage of our offer and getting your four sample packs at no charge. We guarantee you will receive every argument of coffee from Boca Java at the pinnacle of its freshness.

Here's the Scoop

Your coffee will be roasted-to-order, just for you and shipped tomorrow to arrive at your door fresh. In two weeks your first club order of four 9-oz. bags of roasted-to-order coffee will be shipped. There is no obligation and you can go online at any time to your "My Account" page, and update and preferred delivery date. You have complete control over future orders.

Act Now and Get 2 Bags of Coffee on Us!

Try It Today!

We are so confident you will love our coffee, We'll Give You 2 Bags At No Cost!

What makes Boca Java so great? We only use the best beans in the world - the top 2% specialty grade Arabica beans and roast them to order, just for you. It is this unique process that consistently delivers the best tasting coffee you'll ever drink.

Buy 2 Bags Get 2 Bags Free!

all for just \$12

Stop Drinking Stale Coffee!

Try Fresh Roasted Coffee

promotional offer with email and landing page

The Perfect Cup of coffee can only be brewed from the highest quality, fresh roasted coffee beans. If you are using beans or granule purchased anywhere else than Boca Java, you are most likely drinking stale coffee. In fact, over 90 percent of the coffee in this country is sold stale... after a month or six weeks, no matter how noble the beans or artificial the roast, coffee is reduced permanently to lowercase "c" variety. (Knox & Sheldon Huffaker, 1997)

That's why at Boca Java we only use the top 2% of coffee beans produced from around the world and roast them to order and never order any else. It is this exclusive process that allows Boca Java to deliver your coffee at the pinnacle of its freshness every month.

Stop settling for stale coffee and start enjoying coffee that tastes as good as it smells... the perfect cup!

Find Your Favorite >>> Learn More >>>

Get Your Complimentary TimeMug™ when you buy 4 bags of gourmet coffee

Only \$19.95

Why Join the Club

Sign up now to get the most out of your Boca Java experience. You'll receive exclusive offers, early access to new products, and more. Join today!

Our Club

Offering you your morning best!

Try It Today!

club microsite used for multiple offers



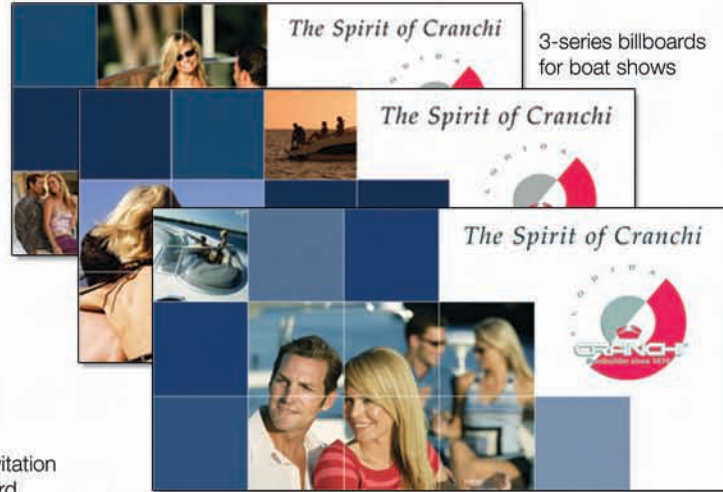
created artwork used for seasonal coffee packaging



28-page catalog with all new photography, layout and copy



boat show invitation and VIP lanyard



3-series billboards for boat shows



luxury boat advertisement featured in Lamborghini Magazine



1/2 page club ad

