

**ABOUT ME**

My passion is applying creative thinking to connect brands to their audiences through the avenues of emotion, design, and experience. This includes branding and identity systems, integrated marketing programs, and ad campaigns. With ten years in the field, I have experience managing people and running a department, but love to roll up my sleeves and get my hands dirty.

**AWARDS**

The Ad Club: **2020 HATCH MERIT AWARD, DESIGN**

Ragan and PR Daily's Digital Marketing & Social Media Awards: **2020 VIDEO CATEGORY AWARD**

GDUSA: **2017 AMERICAN WEB DESIGN, 3X WINNER**

**SOFTWARE**

Photoshop / Illustrator / InDesign / Dreamweaver / Animate / AfterEffects / Premiere Pro / Apple Motion / LogicProX / Audacity / Muse / CSS / HTML / Wordpress / Sketch / Hubspot

**EDUCATION & CERTIFICATIONS**

**Brand and Identity Strategy Certification**

IE Business School  
*Issued April 2020 - No Expiration*


**Hubspot Design Certification CRM Tool Proficiency**  
*Oct 2015-Nov 2016*


**Endicott College**  
**BFA in Visual Communications**  
Concn. Graphic Design  
*2006-2010 - Beverly, MA*

**CONTACT**

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**EXPERIENCE**

**SENIOR ART DIRECTOR | THE GRIST**

*Feb 2021-Present - Boston, MA*

- Develops creative concepts for advertising and marketing campaigns for clients and prospects in industries such as **skincare, crypto, prepared food, and healthcare**
- Provides art direction for video and photo shoots for campaign executions
- Designs logos and branding for clients and products
- Creates overall design direction for multi-channel campaign materials
- Designs and produces materials for clients such as websites, app screens, digital and social media ads, OOH, packaging, print, etc.
- Presents and pitches ideas and designs to clients and prospects while advising on best practices and strategies

**CREATIVE CONSULTANT AND FREELANCE DESIGNER | SPAZIANO CREATIVE LLC**

*Oct 2019-Feb 2021*

- Provided strategic marketing, digital and creative counsel to clients in industries such as **bio-tech, cybersecurity, and prepared food**
- Partnered with ad agencies to develop creative concepts on pitches and ideas for clients and prospects
- Designed and developed materials for clients such as logos and brand identity systems, websites, and marketing collateral

**CREATIVE DIRECTOR | LEWIS GLOBAL COMMUNICATIONS**

*May 2014-Oct 2019 - Boston, MA*

- Developed creative strategy for integrated marketing programs, branding/identity systems, and digital campaigns for 15+ B2B/B2C clients nationwide such as **Jenny Craig, American Express Global Business Travel, Exxon Mobil, and McAfee**
- Unified two regional design teams into single integrated department by streamlining processes and developing creative approach for the U.S. to expand services to clients and prospects leading to account growth
- Managed team of six designers and developers through all phases of creative process, ensures quality of work, mentors career development, directs workflow
- Provided hands-on art direction and creative support for deliverables such as campaign proof of concepts, brand/identity systems, animated content, videos, advertisements, web design
- Established consultative relationships with existing clients and when pitching new business to retain and win new accounts (~\$750k in the past year)
- Priced and staffed projects with internal and contracted resources to remain on budget and on schedule

**SENIOR DESIGNER | DAVIES MURPHY GROUP**

*May 2011-May 2014 - Burlington, MA*

- Instituted design services department by expanding in-house creative capabilities, demonstrating value to prospects and clients, establishing processes and best practices, hiring a team of designers and developers
- Managed team of five by imparting visual problem-solving techniques, critiquing and ensuring quality output, trafficking incoming work, establishing training program for hard and soft skills, developing career paths to scale a growing business unit
- Applied hands-on creative skills to execute design solutions for wide range of projects simultaneously including branding/identity systems, art direction for multi-disciplinary marketing campaigns, UI/UX strategy and websites, video, animation, and keynote presentations for brands such as **Comcast for Business, Avid, and Vistaprint**
- Developed client and prospect relationships to advise on creative strategy and pitch ideas
- Priced projects and managed third-party vendors to stay within budget and on task

**GRAPHIC DESIGN INTERN | HUNT & GATHER**

*Sep-Dec 2009 - Boston, MA*

- Worked independently and collaboratively with art/creative directors, account managers, and copywriters for a diverse array of consumer clients such as **Beyonce's Survivor Foundation, House of Deréon, and Harvard Business School**
- Designed consumer-facing websites, logos, and marketing collateral to foster brand development tailored to core market segments