

Creative Director and marketing strategist with extensive experience leading integrated campaigns across print, digital, and social media platforms. Founder of two marketing firms delivering branding, graphic design, web development, and advertising campaigns for corporate, nonprofit, and government clients. Known for blending strategic marketing thinking with strong visual design to produce campaigns that engage audiences and deliver measurable results.

Core Expertise

Creative & Design

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Brand identity systems, campaign design, and art direction
- UI/UX design and conversion-focused layouts
- Multi-language design (English, Spanish, Creole, French)

Web & Digital Marketing

- WordPress website design, hosting, maintenance, and optimization
- HTML, CSS, responsive design
- SEO, SEM, social media advertising, and analytics
- Email marketing & automation (Mailchimp, Constant Contact, CRM platforms)
- Direct mail & print production (EDDM, self-mailers, list management)

AI Enabled Workflows

- AI-assisted graphic design, image generation, and photo retouching
- AI content creation for websites, blogs, ads, and social media
- Prompt engineering for branding, marketing, and creative direction
- AI tools for SEO research, keyword strategy, and ad copy optimization
- Automation of marketing workflows (email sequences, social scheduling, client onboarding)
- AI-assisted UX testing, A/B concepts, and rapid prototyping

Production & Multimedia

- Video concept development and creative direction for events, campaigns, and promotions
- Creation of motion graphics, animated assets, and visual overlays for video
- Video editing, audio splicing, GIFs, and motion assets (MP3, WAV, MP4, AVI)
- Direct-to-film, screen printing, and embroidery production (DST files)

Leadership & Business

- Video concept development and creative direction for events, campaigns, and promotions
- Creation of motion graphics, animated assets, and visual overlays for video
- Video editing, audio splicing, GIFs, and motion assets (MP3, WAV, MP4, AVI)
- Direct-to-film, screen printing & embroidery production (DST files)

Notable Clients

Broward Metropolitan Planning Organization • CareerSource Broward • Dolce Salato Pizza & Gelato
Enterprise Pink (Pink Sub Sandwich Shop & Pink Sub Catering) • Funding Arts Broward • FLITE Center
Galleria Fort Lauderdale • Goodman Public Relations • Greater Fort Lauderdale Chamber of Commerce
Heart Gallery of Broward • History Fort Lauderdale • Sage Dental • Shops at Merrick Park
South Florida Symphony Orchestra • South Florida Wildlife Center • Stork's Bakery & Catering
The Salvation Army of Broward County • The SMART Ride • Tri-Rail / SFRTA • Westin DC City Center

Professional Experience

Broward Digital Marketing, LLC — Founder & Creative Director

Oakland Park, FL • August, 2020 – Present

Full-service marketing and creative design agency providing branding, advertising, web development, hosting, and campaign strategy for businesses, nonprofits, and government organizations throughout South Florida.

- Lead creative direction for integrated marketing campaigns across print, web, outdoor and social media
- Designed award-winning marketing campaigns for Tri-Rail and regional transportation initiatives
- Managed vendor relationships including printers, media buyers, and promotional item manufacturers
- Oversee project budgets, production timelines, and delivery logistics for multiple ongoing campaigns
- Develop websites, advertising campaigns, and e-mail marketing initiatives for diverse clients

AVID Marketing, Inc. — Founder & Creative Director

Fort Lauderdale, FL • August, 2014 – August, 2020

Creative design, printing, marketing and publishing company specializing in brand development, publication design, promotional items, and strategic marketing campaigns.

- Creative direction for marketing campaigns, print publications, and editorial design projects
- Designed advertising campaigns and branding initiatives for corporate and nonprofit clients
- Interviewed and wrote profiles of local business leaders and community figures for regional publications
- Managed freelance designers, photographers, writers, and production vendors

Publishing & Media Leadership

- Production Designer — Premiere Publishing (Golfer's Digest, Sailboat Digest, Health & Wellness Magazine) - 2014 - 2016
- Publisher / Creative Director — HIM Magazine (Online digital publication) - 2011-2014
- Art Director — SFGN, Inc. (SFGN weekly newspaper, The Mirror Magazine, The Guide to the Drive) - 2013 - 2014
- Art Director — Multimedia Platforms (Florida Agenda weekly newspaper & Mark Magazine) - 2010 - 2011
- Graphic Designer/Production — Copy This/Planet Press - 2009 - 2010
- Lead Graphic Designer — JaxWraps Vehicle Wraps - 2008
- Production Assistant — The Doyle Group (Chiropractic Economics Magazine, Massage Magazine) - 2006 - 2007

Education

ITT Technical Institute — Associate of Science, Information Technology and Computer Networking Systems • 2009-2012 • GPA: 3.78

University of Miami — Bachelor of Science, Communications / Advertising; Bachelor of Fine Arts, Graphic Design • 1992-1996 • GPA: 3.5

Awards

- First Place — APTA AdWheel Awards, Tri-Rail “The Price Is Right!” social media campaign: Feb. 2019
- First Place — Florida Public Transportation Awards, Tri-Rail “Fun Guide” campaign: Nov. 2018
- Second Place — Florida Public Transportation Awards, Rail Safety campaign: Nov. 2018
- Honorable Mention — Fantasy Fest Poster Design Contest: Oct. 2012
- Winner — WalkAmerica T-shirt Design Contest: Apr. 1997