

FIELD OF EXPERIENCE:

2021-Present **Creative Director - Marketing, Brookwood Companies Inc.** New York, NY

- **Designed, Built, and Optimized Corporate Website:** Led the end-to-end development of a dynamic corporate website, enhancing customer outreach by enabling seamless communication across diverse business divisions.
- **E-Commerce in the Textile Industry:** Spearheaded the launch of an e-commerce platform for the Roll Goods in-stock division, setting a benchmark in the U.S. fabric manufacturing sector. Leveraged advanced analytics tools to track user behavior and refine the customer journey, resulting in increased sales and user engagement.
- **Enhanced Trade Show Presence:** Boosted brand visibility by conceptualizing and executing compelling visual displays for over 10 trade shows annually. Integrated audience-targeting techniques using data insights to maximize engagement and lead generation during events.
- **Led and Developed Creative Teams:** Supervised and mentored a high-performing creative team of four, fostering professional growth and ensuring excellence in project execution. Successfully managed budgets, timelines, and multi-faceted marketing initiatives.
- **Defined and Established Corporate Brand Identity:** Collaborated with executive leadership to develop a cohesive brand identity, aligning messaging, visual elements, and positioning to reflect the company's mission and vision.
- **Orchestrated Data-Driven Marketing Strategies:** Developed and executed innovative marketing campaigns, leveraging AdTech tools like DSPs, CDPs, and programmatic advertising platforms to target niche audiences. Analyzed campaign performance through Google Analytics and Tableau to continuously optimize outcomes.
- **Implemented Marketing Automation Tools:** Integrated platforms for streamlined lead nurturing, and campaign automation, enhancing team efficiency and conversion rates.
- **Championed Sustainability Initiatives:** Launched marketing campaigns for sustainable products like Brookwood-ZERO™, positioning the company as an industry leader in environmentally responsible manufacturing.

2017-2021 **Creative Marketing Director/Consultant, American Friends of Bar-Ilan University** New York, NY

- **Directed Communications Strategy:** Managed all communications projects as Creative Marketing Director, leveraging **visual storytelling** to captivate diverse audiences.
- **Global Fundraising Campaigns:** Developed impactful campaigns that engaged global audiences and alumni, significantly boosting donor contributions.
- **Media Management & Buying:** Strategized and executed print, television, and online media purchases, ensuring maximum ROI and reach.
- **Promoted Scientific Achievements:** Successfully showcased Dr. Uri Nair's groundbreaking work in American media, enhancing the university's reputation.

2004-2021 **Creative Marketing Director, ACE Institute of Technology** New York, NY

- **Developed and Evolved Brand Identity:** Designed and sustained the institute's Brand Identity through two transformative renditions over 17 years, aligning visual and strategic elements with its growth and mission.
- **Created Comprehensive Branding Assets:** Delivered impactful materials, including wall art, signage, and architectural enhancements, elevating the institute's professional image.
- **Directed Advertising Campaigns:** Led creative advertising projects that boosted enrollment and strengthened community awareness of programs.
- **Produced High-Impact Marketing Materials:** Designed and delivered consistent, high-quality print and digital assets for all campaigns over nearly two decades.
- **Pioneered Program Development:** Designed and instructed the Design & Animation Experts Program, shaping the careers of creative industry professionals.
- **Taught Advanced Technical Skills:** Instructed courses in software like Adobe Creative Suite, 3D Studio Max, AutoCAD, and Microsoft Office, preparing students with industry-ready expertise.
- **Delivered Technology Training:** Conducted programs in Project Management, PC Tech, and Networking Concepts, enhancing technical proficiency.
- **Introduced Data-Driven Enrollment Strategies:** Implemented campaigns using analytics to target prospective students, improving conversions and retention.
- **Launched Digital Advertising Platforms:** Integrated AdTech tools such as programmatic advertising and email marketing to optimize recruitment efforts.
- **Optimized Content Marketing:** Created content strategies, including blogs and testimonials, to boost - online presence and credibility.
- **Fostered Growth Partnerships:** Built collaborations with industry stakeholders to expand programs and improve job placements for graduates.

2011-2020 **Creative Marketing Director, Enkay Solutions Inc.** New York, NY

2009-2017 **Marketing Creative Director, Bradford Entertainment Inc.** New York, NY

2007-2009 **Creative Marketing Director, Siscotek Inc.** New York, NY

2006-2008 **Creative Marketing Director, Technical Support Business Inc.** New York, NY

2003-2006 **Assistant Professor, CCNY Photography Program** (Dept. of Arts). New York, NY

2000-2003 **Assistant Director of Creative Development, Gaga Town Inc.** New York, NY

1997-2000 **Graphic Designer, URDU TIMES Advertisement Inc.** New York, NY

EDUCATION:

The City College Of New York. New York City, NY, U.S.A.

- Bachelors in Media & Communication Arts (Specialized in Film) & Minor in Photography.

CERTIFICATES & AWARDS

- Project Plus (CompTIA Certificate for Project Management)
- NYS Teaching License
- Joe Harris Scholarship Award
- Silver medal from International Library of Photography.



SKILLS & INTERESTS:

Skills

Marketing, Communication, and Creative strategy. Creative and technical design and development. Analytical analysis and reporting. Media production and buying. Product and business development. Project management.

Interests

Filmmaking, photography, visual arts (drawing, painting, sculpturing, graphic design, wood-working). I am a movie buff. I keep an eye on social media content for tech-trends. I am a dog person who's married into a cat family.