



THE GOSS AGENCY

DESIGN DIRECTOR

This position has challenged me to assist in the strategic planning, creative direction and implementation of client projects designed to drive tourism to native cultures. While working with AIANTA and the Eastern Band of Cherokee Indians, the agency has been recognized by the advertising industry as one of the best Native American Marketing firms. Goss has received many awards as a result of current national and international advertising and marketing campaigns.

FINANCIAL INDEPENDENCE GROUP, INC.

MARKETING MEDIA SPECIALIST

As a member of the marketing team, this position reported directly to the company's CMO and COO for all company communications, both digital and print. As a top 5 company in the financial industry, expectations of quality design and strategic marketing were second-to-none. As the company continued to stress the importance of its national brand position, the result has been exponential growth and an increase in overall revenues and market share.

PUNCHMARK

FOUNDER, DIRECTOR OF MARKETING

Since the launching of the company in 2008, the company saw extensive growth and became a leader in the jewelry marketing industry. This position allowed me to manage team projects for some of the industries largest organizations including IJO and GN Diamond.

URBAN ARCHITECTURAL GROUP

DIRECTOR OF ART AND MARKETING

As the administrator of the company's re-branding and repositioning efforts, I was approached with the challenge of educating team members and company leaders of specific marketing strategies associated within the architectural field. As the company expanded into the graphic design and advertising markets, I was asked to develop the department from the ground-up, including purchasing computer programs and hardware, devising company forms and processes, as well as, creating promotional materials to target current and prospective clients and increase brand awareness.

FREELANCE

BRAND CONSULTANT, GRAPHIC DESIGNER

Through my experiences as a freelancer, I have learned how to establish and maintain positive customer relationships with clients while providing design services in an organized and timely manner. I have had the ability to work on a wide-range of projects from planning to web for local, national and global brands with companies including Brinkley Design, Addison Whitney and GGMD.

EXHALE DESIGN GROUP

FOUNDER, CREATIVE DIRECTOR

The purpose in creating this company was to fulfill a need for design in the small business world by creating a viable network between talented designers and local business owners. As an entrepreneur, I have been able to learn and appreciate the challenging processes of starting and running a business, managing accounts and creating new business opportunities.

ROCHESTER INSTITUTE OF TECHNOLOGY

BACHELOR OF FINE ARTS

Graphic Design and Marketing

STATE UNIVERSITY OF NEW YORK AT FREDONIA

TRANSFERRED

Art History and Graphic Design

MONROE COMMUNITY COLLEGE

ASSOCIATE OF SCIENCE

Communications and Media Arts