



Creative professional with 15 years' experience in online and print media. Strategically sophisticated; imaginative yet pragmatic; technically versed; fluent in various styles and contexts; at home with production processes from concept to deployment/publication. Fast learner and self starter equally at home working independently or in a team environment. Extensive experience includes strategic development; team leadership; brand management; campaign development; creative strategy and art direction; web design, management, and production; print design and advertising. Accustomed to fast pace and tight deadlines. Currently working as an interactive & online creative director.



01.03 – present : impact communications partners

Leading medical communications company connecting biomedical and pharmaceutical companies with caregivers to share current science and evolving disease-management practices through live, online, interactive and enduring media channels.

07.08 – PRESENT | DIRECTOR, INTERACTIVE & ONLINE CREATIVE

Strategic development of company brand. ● Conception, creative direction, design and development of online and interactive client initiatives. ● Leadership role in conception and development of new interactive and online products and services. ● Leadership role in development of creative strategies to enhance business development.

01.03 – 07.08 | ART DIRECTOR

Concept, development, design of branding creative for medical education programs. ● Art direction for program creative across all media. ● Online and interactive design, development. ● Marketing and collateral materials design.

06.94 – 06.02 : the san francisco jazz organization

The leading jazz institution on the west coast, second largest jazz presenting organization in the United States after New York's Jazz at Lincoln Center. Produces the critically acclaimed San Francisco Jazz Festival and SFJAZZ Spring Season as well as educational programs for adults and youth, free concerts, and other music-related events.

07.01 – 06.02 | CREATIVE & MARKETING DIRECTOR

Strategic development of organizational brand. ● Direction of marketing across all media—print, direct mail, radio, television, web, and email. ● Responsible for \$1,000,000 in annual earned revenues. ● Management of \$500,000 annual budget. ● Chief creative, strategic, and technical developer for extensive organizational web site promoting all activities and events, serving constituencies, and generating 30% of all sales. ● Direction of creative team producing

campaign and collateral across all media. ● Key member of senior management team responsible for strategic planning and growth of organization.

04.01 – 07.01 | CREATIVE SERVICES MANAGER

Supervision of creative team. ● Collaboration on advertising strategy and tactics. ● Organizational brand management. ● Strategic direction, editing of copy for all materials—print advertising, program books, brochures, newsletters, and web site. ● Conception, writing, and design of all online marketing, including email campaigns.

09.95 – 05.01 | ART DIRECTOR & DESIGNER

Design and development of organizational identity. ● Art direction and design of seasonal campaigns for San Francisco Jazz Festival, Spring Season, and all other events and programs. ● Organizational web site: architecture & information flow; user interface & navigation; site look & feel; adaptation of branding strategies and marketing campaigns to web context. ● Creative for all branding and advertising efforts in local and national media—print advertising, marketing collateral, fundraising collateral, environmental design, soft goods and other merchandise, outdoor media. ● Creative for electronic media including both television and internet.

06.96 – 07.08 : brad rickman design

FREELANCE CREATIVE

Creative direction, concepting, design. ● Branding and identity. ● Web site & rich media design. ● Advertising, marketing collateral, newsletter & publication design. ● Clients have included SFJAZZ (The San Francisco Jazz Organization; see previous listing), Hippocrene Books, The Bayview Hunters Point Center for Arts & Technology (BAYCAT), Sunnyside Records, Premonition Records, MadKat Records, Ann Dyer, Berkeley World Music Festival, Half Note Records.



Creative & art direction ● Branding & identity ● Web site strategy, design and development ● Print media design & production ● Strong, distinctive typography, design, & layout skills ● Direct mail & email marketing, advertising ● Team leadership ● Market analysis; strategic planning; budget development & management ● Experience with electronic media (internet, radio, television) ● Rich media (Flash) development & deployment ● Adobe Illustrator (CS4 & previous); Adobe Photoshop (CS4 & previous); Adobe InDesign CS4; Adobe Dreamweaver CS4; Adobe Flash CS4; Quark Xpress; Fireworks; Adobe Acrobat & PDF; Adobe AfterEffects; Mac OS X; HTML; CSS; Actionscript; Javascript.



1990 – 92 Graduate School of English Literature, University of Pennsylvania, Philadelphia PA
1986 – 90 Duke University, Durham NC; BA Magna Cum Laude, English Literature; Phi Beta Kappa