



Profile

I am an accomplished designer with a unique balance of creative and technical expertise, coupled with a strong background in print and web design. A master understanding of typography, color, and space with attention to detail and a proven track record of producing consistent clean icons, graphics, and layouts for print and web. Ability to work and adjust in a fast-paced environment and keep a forward thinking momentum.

What Drives Me: Always challenging myself to find new and innovative ways to evolve brands to draw in new adopters while maintaining the core audience. I am a forward thinker, pushing boundaries and going where others might not have considered.

Specialties: Branding and Identity, Print, Direct Mail, Collateral, Environmental, Print and Web Fonts, HTML/CSS, Mobile, Marketing Automation, Mac OS X, and Microsoft Windows

Portfolio

To view my portfolio visit www.edcinefro.com.

Computer Skills

PC and Mac Compatibles
Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Acrobat Professional CC, Adobe Dreamweaver CC, Adobe Flash CC, Adobe Animate CC, Adobe Bridge CC, Adobe Fireworks CC, Basecamp, Trello, Adobe Premier Pro CC, Final Cut Pro, TypeTool, FontLab, TypeStyler, Wordpress, Marketo, Eloqua, Hubspot, Act-On, and Microsoft Office Applications.

Experience

Access Marketing Company Greenwood Village, CO
Creative Director 2017-Present

Through a delicate blend of both creativity and management, I work to conceive, create and implement visual marketing efforts for a variety of B2B clients. I manage and oversee the creative execution of marketing campaigns including print, web, video, email, display, direct mail and social media components, all within budget and deadline parameters. My efforts, and those of my team, are central to telling a compelling brand story, and leading the team to the finished product that generates real results for clients. From ideation and concepting to tactical execution and asset delivery, I take pride in providing excellent client service in tandem with engaging creative concepts.

Featured Clients: DataFile Technologies Onkyo Pioneer
Atonix Digital Healthgrades Parsable Reputation.com
ConRes Malwarebytes PayPal

Truven Health Analytics, IBM Watson Health Greenwood Village, CO
Creative Manager 2017

Manage a team of internal creatives and external agencies to create domestic and international campaigns. Campaign audiences vary from clinicians to C-level and focus on brand awareness and product offerings.

Ares Sportswear/Dyenomite Apparel Hilliard, OH
Senior Designer 2016-2017

Direct photo shoots, develop branding and brand guidelines for Ares Sportswear and Dyenomite Apparel as well as their products, programs, and trade shows. Mentor junior staff on best practices and software packages, primarily Adobe Creative Suite and Microsoft Applications.

Conceive and develop national and regional marketing campaigns, crafting a consumer journey through online, mobile, and various direct mail pieces.

Onsite and virtually manage a team of creatives and a third-party agency. Managing projects and workflows through Basecamp and Trello.



**Experience
Cont.**

**Sudden Impact Marketing
Creative**

Westerville, OH
2012–2016

Map out and test user experience to ensure quality and accuracy. Conceive and develop marketing campaigns, crafting a customer journey through events and experiences, mobile/social apps, and various print for major technology brands. Pitch concepts and integrated campaigns, foster client relationships and trust, grow business within accounts. Develop branding and brand guidelines, and train co-workers on best practices and software packages.

Print, Collateral, Direct Mail, Email, UX, UI, Web, and Mobile Design.

Featured Clients:	Commvault	Meraki	OCLC
ABB	Emerson Network Power	Micron	Verizon
Arcos	FCx Performance	nChannel	Zones
Cisco	Intel	NetApp	
Columbus Rocks the Cure	Logicalis	NetMotion Wireless	

**Omnibus Advertising
Graphic Designer**

Arlington Heights, IL
2010–2012

Create signage, logos, and collateral for multiple auto groups. Developed animated web banner campaigns to drive sales traffic.

Print, Collateral, Direct Mail, Billboards, Web and Mobile Design.

Featured Clients:	D'Arcy Auto Group	Infiniti of Lisle
Speedway SuperAmerica	Ettleson Auto Group	International Auto Group
Bill Kay Auto Group	Fidelity Motors	Prairie Park at Wheeling

**MedEd Architects LLC
Graphic Designer/Editor**

Chicago, IL
2008–2010

Assisted and edited medical product and CME training videos. Created guides and supplemental materials for event training attendees.

Print, Collateral, Direct Mail, Web, and Mobile Design.

Featured Clients:	Johns Hopkins School of Medicine
American Academy of Family Physicians	St. Mary Medical Center Langhorne, PA
American Diabetes Association	Temple University
American Heart Association	Wyeth Pharmaceuticals
American Medical Association	

**RPM Advertising
Art Director**

Chicago, IL
2006–2008

Collaborate with creative team for strategic re-branding of major casino chains. Created brand looks for North Star Casino, Fitzgerald's Casino, and Sheraton Casino. Delivered logo designs, collateral materials, direct mail, and signage for promotional events/offers.

Print, Collateral, Direct Mail, Billboards, and Web Design.

Featured Clients:	Fields Auto Group	Horseshoe Casino	Sheraton Casino
Caesars	Fitz Casino	North Star Casino	Volvo Mid-West Region
Elmhurst Auto Group	Grand Casino	Oak Lawn Toyota	White Hen

Education

Columbia College Chicago
Chicago, Illinois

Bachelors of Fine Art, 2006
Primary Concentration: Graphic Design