



My interests and aspirations are embedded within creative technology; every client and project that I work with, I grow a sense pride and passion; with these two combined, I thrive for the highest quality output while continuing to explore the depths of digital creative.

EXPERIENCE

MY NAME IS GRECO LLC 2020 – present Brooklyn, NY

FREELANCE PRODUCTION SERVICES, LEAD

- Spearheading proposal and contract writing for each client's unique scope and/or project.
- Designing and producing digital materials (logos, graphics, websites, videos) for a variety of small to mid-size organizations.
- Growing customer portfolios by building relationships through confident decision-making, and attention to detail.

FLASHTALKING 2014 – 2020 New York, NY

REGIONAL DIRECTOR, CREATIVE SERVICES

EAST & MIDWEST 2020 - 2020 | EAST 2018 - 2020

- Conceptualized niche creative solutions for sales team collateral, increasing annual production revenue by 10%.
- Documented and devised materials on proprietary tools for internal and external training.
- Planned, designed, and implemented new operating procedures and workflows to effectively increase productivity by 20%.
- Managed budgets, reports, and audits; overseeing profits of over \$200k in quarterly production dollars.
- Managed vendor and client relationships, assets, and deliverables to consistently meet target deadlines.

TECHNICAL PROJECT MANAGER

SENIOR LEAD 2017 – 2018 | STAFF 2016-2017

- Researched and determined new tools for automating daily tasks, such as budget and resource management.
- Handled, prioritized, and problem-solved multiple, concurrent tasks against simultaneously occurring projects.
- Maintained and tracked project timelines by setting priorities and collaborating with internal stakeholders to ensure materials were produced on time, accurately.

CAMPAIGN MANAGER

DIRECTOR 2015 – 2016 | STAFF 2014-2015

- Translated client objectives into tangible requirements for facilitating in-house creative production.
- Led strategic campaign planning to deliver clear reporting and performance outputs against client goals.

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EXPERTISE

Leadership, process improvement, planning and implementation.

Contracts, negotiations, finance (budgeting, P&L).

White papers, presentations, sales collateral.

Risk management, delegation, quality control.

Recruitment, hiring, training.

SKILLS

Problem Solving
Work Motivation
Project Management
Communication
Teamwork
Operational Workflows

TECHNICAL SKILLS

Adobe CC

Photoshop, Illustrator, After Effects, Animate, InDesign

Microsoft Office

Excel, Powerpoint, Word, Outlook, Sharepoint

Project

Management Software

JIRA, Asana, Monday.com, Zendesk, Smartsheet, Browserstack, Airtable

Programming

HTML, CSS, Javascript, Node, Canvas, Git, API development, AWS

EDUCATION

BA, Communication | 2012

Tulane University
New Orleans, LA

AWARDS

Teamwork Flashtalking | 2017