

A multi-faceted creative with over 10 years of professional experience leading marketing, creative and design initiatives with a strategy-driven, solution-oriented approach that propels businesses to the next level.

SKILLS

UI/UX Design
Branding
Creative Direction
User Experience
Brand Strategy
Digital Product Design
Marketing Strategy
Team Leadership
Business Strategy
Project Management
Public Speaking
Teaching

STRENGTHS

Visionary
Logical
Current with Trends
Constant Learner
Excellent Communicator
Highly Detailed
Collaborative
Ethical
Entrepreneurial
Self-aware
Organized
Self-directed
Empathetic
Process-oriented
Natural Leader
Problem Solver

SOFTWARE

Creative Suite
Sketch
Webflow
Office 365
Wrike
Asana
InVision
Abstract
WordPress

EXPERIENCE

NRG ENERGY – STREAM 2019 - PRESENT

Lead Designer

Executed branding, ui/ux design projects and marketing campaigns for two brands within a Fortune 250 company. Redesigned the marketing website and enrollment experience. Created a new brand direction. Redesigned and enhanced all energy bills and reports for email and print with data visualization. Managed projects and budgets. Creative-directed and managed a comprehensive online training series.

PIXELDROPS 2005 - PRESENT

Founder + Principal Creative

Started a creative agency focused on building modern brands and websites on the Webflow platform. Though not always under the name Pixeldrop, I amassed over 15 years of freelance experience. This includes creative direction, business strategy, influencer marketing, SMM, branding, brand strategy, website design and development, graphic design, photography, illustration, video production, 2D motion graphics, public speaking, ui/ux design, event planning, consulting, content marketing, SEO and ux copywriting.

STREAM 2018 - 2019

Marketing Manager – Design

Led and executed branding, digital product design and marketing initiatives. Designed multiple marketing websites, a news site, backoffice portal modules and app features. Presented marketing and brand strategy to key stakeholders. Managed and led creative teams. Developed processes for efficiency and best practices for department. Creative-directed large, multi-channel projects. Created the brand style guide and ui design system. Prepared job descriptions, proposals and contracts. Led the repositioning strategy for the brand split, including logo designs and brand style for both companies and 20+ events and sub-brands.

STREAM 2017 - 2018

Senior Designer

Creative-directed large multi-channel projects. Executed branding and ui/ux design projects. Redesigned and enhanced all transactional and marketing emails. Established processes for efficiency and best practices for design team. Developed brand, strategy and collateral for annual convention, expo area and main stage.

CROSSROADS CHRISTIAN CHURCH 2013 - 2017

Creative + Marketing Director

Led all creative and marketing initiatives for one of the 100 largest and fastest growing churches in America. Led and managed a team of creatives. Managed marketing budget. Planned and executed large multi-channel initiatives including rebranding, web design, and marketing campaigns across 18 different clients/ministries and 15+ large events per year. Produced all main stage presentations and event collateral.

SOUTHWESTERN SEMINARY 2010 - 2012

Designer + Photographer

Art-directed photo and video shoots. Told student stories through photography and video. Directed, filmed and edited short films. Created advertising campaigns and publications.

EDUCATION + CERTIFICATION

GOOGLE 2020

Google Display Ads Certification

SOUTHWESTERN SEMINARY 2010 - 2014

Master's of Theological Studies

UNION UNIVERSITY 2006 - 2010

B.S. Business Administration in Marketing

Minor in Communication Arts