



## Qualifications

Imagine the place where creative branding and strategic marketing meet. The place I feel most at home. A place where I thrive as a creative. Over the past 5 years as a Creative Director, I have been able to refresh, create, and manage numerous brands to success. Creating marketing plans and strategies, establishing unique brand visions, and effective campaign management has become second nature. I have experience with social media management, SEO and analytics, AB testing, audio/video podcasting, video production, photography, art direction, and more. I am a marketing and design Swiss army knife with the capability to ideate and execute. A self-starter with a proven ability to lead, mentor, and inspire a team of designers and marketers. I'm truly passionate about design, marketing, and cultivating strong relationships.

## Notable Skills

**Marketing:** B2B & B2C Brand Vision & Strategy, Traditional & Emerging Marketing Channels, Marketing Plans & Strategy, Ad Campaign Management, Social Media Strategy & Management, Blogs, Copywriting, User-Review Websites, Public Relations Management, E-mail Automation, Customer Relations Management

**Team Management:** Team Development, Mentoring, Project Management, Video / Audio Production Oversight, Budget Management, Presentations

**Creative Direction:** Brand & Concept Development, Identity Systems, Art Direction, Videography, Photography, Podcasting, Social Media Artwork

**Business Development:** Video Podcasting, Identity Development, Logo Design, User Experience / User Interface Design (UX/UI), Company Branding, Client Interviews, Corporate Communications

**Print Materials:** Brochures, Stationery, Business Cards, Promotional Items, Package Design

## Software Skills

- Expert in Adobe Photoshop, Illustrator, InDesign, Premier, and Intermediate in Dreamweaver
- Microsoft Word, PowerPoint, Publisher, and Excel
- Solid foundation in HTML and CSS coding
- Experienced creating WordPress & Webflow Websites

## Experience

### PioneerRx Pharmacy Software

CREATIVE DIRECTOR

Mar 2018 - Aug 2021

PioneerRx is the leading independent pharmacy software developer in the United States. My design team included four very talented designers who were creative, driven, and eager to learn. I was responsible for multiple brands and product websites, assisting marketing with blog content, product and website content, managing SEO initiatives, analytics, AB testing, and social media channels. Created a new brand vision that shaped how PioneerRx performs in the market. Executed brand refresh that includes logo, website, all sales, installation, and email elements. Ensured quality production of print materials, trade show booths, and graphics. I also spearheaded the creation of the Catalyst Pharmacy Podcast.

EXECUTIVE PRODUCER

Jul 2020 - Aug 2021

As an executive producer, I was in charge of overseeing pre/post-production and execution of over 100+ episodes and clips, studio and set design, and segments.

### Fource Communications

CREATIVE DIRECTOR

Jul 2016 - Mar 2018

Fource Communication is a renowned multi-family marketing and signage firm. As Creative Director I collaborated with clients, designers, and production teams to develop brand concepts and delivered full marketing packages. Deliverables included logos, brochures, inserts, business cards, stationery, websites, and signage concepts. For larger clients, I created, strategized, and managed social media content and marketing campaigns.

### thyssenkrupp Elevator

SENIOR GRAPHIC DESIGNER

Nov 2015 - Jul 2016

thyssenkrupp Elevator is the largest global elevator company in the world. In December of 2015, I led the execution of the company's newly created brand for all of the "Americas" (North, Central, and South America). I was tasked with redesigning product guides and marketing collateral for the entire product line of elevators, services, and add-on products to meet brand standards. I also designed a 24+ page quarterly internal employee connection brochure.

### Genesis Real Estate Group

GRAPHIC DESIGNER

Jan 2012 - Nov 2015

Genesis is a nationally recognized multi-family real estate development firm with multi-million dollar projects across the United States. I was tasked with creating brand websites, developing marketing materials, designing logos, and much more.

## Education

### University of Texas at Arlington

BACHELOR OF FINE ARTS - VISUAL COMMUNICATION