

Art & Creative Director / Cross-Functional Team Leadership & Process Development

Over the last twenty years, I have produced award-winning strategic marketing campaigns. I am an experienced art and creative director who has led high-performing teams at companies across various industries. Working with inspired and driven individuals, I aspire to create beautiful, exciting, and positive experiences. Whether it is bringing people together through an application or developing a dynamic brand to change the world, I believe that inspired teams yield inspirational results.

Team Leadership & Motivation
Brand Development
Creative Strategy

User Experience & Interface Design
Digital & Online Marketing
360 Marketing Campaigns

Art & Creative Direction
Data & Process Driven Design
Concept Development

Career Highlights

- Experienced and accomplished creative director—concepting and developing award-winning marketing campaigns and communications across a variety of industries, platforms, and mediums.
- Collaborative cross-departmental leadership—using process, data, and technology to inform decisions, problem solve, and create solutions with measurable results.

Professional Experience

San Francisco Surfrider Foundation—Executive Committee Chair & Creative Strategist (2019-Present)

Coordinate and lead the Executive Committee of one of the largest chapters of a grassroots environmental organization dedicated to keeping our ocean, waves, and beaches clean for all to enjoy. Guided the creation of annual budgets, agendas, and yearly plans for nine programs with a focus on community outreach, activism, policy initiatives, and volunteer retention.

- Implemented and revitalized outreach programs to attract corporate sponsors, high-profile donors, and community members. Consistent and focused messaging led to a 28% growth in membership.
- Partnered with local businesses and corporations to strengthen brand awareness, drive member acquisition and retention, and increase donation volumes.
- Collaborated with activists, board members, and affiliates to identify and define the strategic vision for the national 501(c)(3).

Tag Worldwide @ Union Bank—Art Director (2016-2020)

Served as brand steward and directed designers, production artists, copywriters, and specialists to ensure consistency for 360 marketing campaigns. Delivered collateral and assets across channels and mediums on schedule according to specifications.

- Created campaign concepts and end-to-end assets for email, landing pages, digital signage, print, and packaging materials. Product marketing campaigns yielded a 200% - 400% increase in applications and approvals for various products.
- Developed emails, mock-ups, redlines, templates, and specs that adhered to UX / UI standards, accessibility, and corporate guidelines resulting in a 75% reduction in the time required to deliver final assets. The improved efficiency of asset delivery allowed for strategic and design thinking around email campaigns.
- Introduced concepts for high visibility products (credit cards and car wraps) and marketing strategies (home loans and mortgage products) to C-suite and decision-makers. Increased the overall business and grew the agency statement of work by leveraging the internal team capabilities.
- Managed files and cloud repositories using Microsoft OneDrive, allowing for greater transparency and smoother handoff of mechanical files throughout the entire design process.

Advanced Energy Economy—Creative Director (2013-2016)

Defined, built, and maintained the company's visual identity to ensure brand consistency across channels, mediums, and campaigns. Responsible for conceptualizing and creating assets for print collateral, websites, and email campaigns.

- Managed files and cloud repositories using Dropbox and Github. The use of Trello and Asana project management software and a consolidated file system expedited file updates, led to greater transparency, and more efficient processes.
- Incorporated Hubspot (CRM) into existing processes and website to maximize talents and time of program leads and developers, allowing program leads to instantly make content updates.

Chronicle Books—Dynamic Digital Production Coordinator (2010-2013)

Collaborated with teams at Sony, HBO, Lucasfilm, Apple, and Amazon to create digital books and applications.

- Built relationships with authors, editors, designers, content creators, and outside vendors to set up systems to translate the entire back catalog of physical books and mechanicals to ebooks. Efficiently converted approximately 1000 titles of varied complexity per year.
- Recruited and developed a five-person team of front-end web developers, design-fellows, and interns.

TRX - Fitness Anywhere—Creative Manager (2007-2010)

Responsible for hiring and managing a six-person video production team and developing best practices for content creation and distribution.

- Worked with the CEO and Founder and department heads to oversee the production, filming, and editing of the TRX Force Training Videos. The resulting two-disc DVD set established the standards for production quality for subsequent projects.
- Created standards to encourage early-stage content creators ownership of their content. By allowing content creators and personal trainers to produce videos and blog posts independently, the internal production team was able to focus on revenue-generating projects.
- Designed, developed, and presented wireframes, storyboards, user experiences, interactions and prototypes for online communities, landing pages, and large scale campaigns resulting in a consistent look and feel across digital channels.

Education**Griffith Film School**

MA: Media Production with Honours (2008)

Old Dominion University

BFA: Graphic Design, Cum Laude (1999)

Awards & Recognitions**Film Sprint 2020**

Best Cinematography, Editing, Sound Design, Trailer Moment, & Best Unheralded Film Of The Summer

American Graphic Design Awards 2015

Advanced Energy (AE) Now Market Report, CA AE Employment Future Report, OH Electricity Future Infographic, NC Clean Energy Works! Infographic, & AE Leads CA Jobs Growth Infographic

PubWest Book Design Awards 2012**Enhanced e-Book—Silver Award**

Worse Case Scenario, Jr.
Interactive Adventure: Everest:
You Decide How to Survive

41st Annual Bookbuilders West Book Show 2012 - Certificate of Excellence

Worst-Case Scenario Ultimate
Adventure: Everest

**Publishing Innovation Awards 2012
—Quality, Excellence, Design (QED**

Count, Dagmar! & Top Pot
Hand-Forged Doughnuts

The 48 Hour Film Project 2009

Best Acting Ensemble

Griffith Film School 2006

Individual Excellence & Highly
Commended Editing

Knowledge / Skills

Content Strategy
Branding & Brand Development
Corporate Identity
Logo Design
User Experience Design (UX)
Interaction Design
User Interface Design (UI)
Information Architecture
Digital and Online Marketing
Web Design & E-commerce
Advertising Campaigns
Graphic Design
Non-profit
Open Source

Adobe Creative Suite / Sketch / Figma
Premiere / After Effects / Media Encoder
Microsoft Office 365
iWork—Keynote / Pages / Numbers
Front-end Web Development
HTML5 / CSS / JavaScript
CRM—Hubspot / Salesforce / Mailchimp
CMS—WordPress / Joomla / Drupal
Cloud and File Storage Systems
Dropbox / AWS / OneDrive
YouTube / Vimeo / Frame.io
Basecamp / Asana / Trello
Github / MAMP
OpenSea

Digital Media
Web Development
Film & Video Production
Print Production Process
Out-of-Home Advertising
Outdoor Advertising
Vendor Management
Concept Development
Time Management
Planning
Problem Solving
InterPlanetary File System (IPFS)
Blockchain
Non Fungible Tokens (NFT)