

Entrepreneurial creative director with two decades of experience in creative dynamic visuals, innovative strategies, and brand management. Proven ability to develop effective multi-platform campaigns for digital and print delivery in both corporate and nonprofit settings.

**CORE COMPETENCIES:** Creative Direction • Corporate Branding • Brand Strategy • Project Management • Strategic Planning • Vendor/Agency Management

**TECHNICAL SKILLS:** Adobe Creative Suite • HTML5 • CSS • Typography, Composition, and Color Theory

## EXPERIENCE

**Get Well** (Healthcare Technology), Bethesda, MD **Apr. 2021 – Present**

**Creative Director**, Apr. 2021 – Present

Conceptualized and provided art direction for all creative needs including branding, events, video, digital, and print. Responsible for crafting and executing brand's overall look, feel, and creative direction.

- Drove cross-company collaboration on branding/messaging initiatives; oversaw corporate rebrand
- Coordinated support for PR initiatives, lead gen campaigns, and other creative needs
- Provided creative direction for collateral, video, website, and presentations, maintaining excellence and elevating creative thinking through all marketing materials to ensure an integrated approach

**WAEPA** (Life Insurance), Falls Church, VA

**Sept. 2019 – Mar. 2021**

**Creative Manager**, Sept. 2019 – Mar. 2021

Managed and owned creative strategy for building corporate brand

- Developed and executed creative strategy for marketing campaigns and member communications; ensured brand and message consistency across multiple platforms
- Led production of visual, audio, and media used for marketing, advertising, broadcast, and web

**Grant Thornton LLP** (Financial Services), Arlington, VA

**Oct. 2005 – Aug. 2019**

**Design Manager**, Aug. 2017 – Aug. 2019

Collaboratively developed national visual identity and designed fresh and creative branded elements

- Partnered with senior leadership to develop cohesive short- and long-range strategic plans, communications campaigns, visuals, and materials that helped achieve business goals.
- Managed \$280K internal program budget, incl. printing costs, agency fee and contractor fees
- Worked with external design agency to leverage a budget of over \$10k to create custom client welcome kits complete with personalized experiences for top-tier client program members

**Senior Design Lead**, Aug. 2015 – Aug. 2017

Implemented and produced print and digital media, including marketing collateral, advertising, trade show and presentation graphics, direct email, and packaging for internal brand

- Created and presented storyboards, renderings, and initial graphic designs and communicated strategic execution to leadership, resulting in company-wide adoption of new internal brand materials
- Led creative development of industry diagnostics mobile application design, increasing software adoption rate to 80% of total Markets, Clients and Industry Group

**National Creative Design Specialist**, Oct. 2012 – Aug. 2015

Conceptualized, designed, and executed national programs for both print and digital materials

- Increased brand presence among colleges and universities; doubled web views for the recruiting homepage and increased employee recruitment
- Created national external strategic campaign around firm's CEO Growth Forum, increasing brand recognition and establishing firm as innovative thought leaders among c-suite executives

**Regional Graphic Designer**, Oct. 2005 – Oct. 2012

Translated abstract ideas and written content into creative and engaging digital and print deliverables

- Prepared request-for-proposals, generated statements of work, and scheduled inter-group coordination for sales and marketing teams; provided quality assurance of all creative deliverables
- Delivered brand training to new employees; led and developed brand training updates for staff

**ENTREPRENEURIAL / FREELANCE EXPERIENCE**

**Say Something Designs** (Various Industries), Alexandria, VA

**Jan. 2010 – Present**

**Freelance Art Director**

Contributed strategy, marketing design, and art direction to small businesses and nonprofits, developing visual identities, brand systems, logos, print and web graphics, PDFs, promotional materials, and signage

- Developed an elevated branding strategy that increased March of Dimes' annual fundraising gala attendance to 650+ (United States senators, representatives, and guests; 90 corporate sponsors); raised \$1M+ in donations

**EDUCATION**

**B.S. in Marketing Management, B.A. in Mass Communication**, Virginia Tech, Blacksburg, VA

**VOLUNTEER EXPERIENCE**

**Go, Grow & Be**, Alexandria, VA

**November 2018 – Present**

**Volunteer Committee Chair, Marketing and Communications Board**

Direct the communication strategy to execute recruitment, messaging, fundraising, awareness and branding.

- Develop guidelines and tools that facilitate brand usage. Develop and maintain multi-platform brand packaging for all sub-brands; Drive new website traffic and create social media presence via, LinkedIn, Twitter, Instagram and Facebook resulting in local event attendance and over \$1k in donations.
- Collaborate with CEO and board members to establish and drive innovative ways to market and brand initiatives, ensuring results translate across all media (interactive digital ads, social media outlets, print).