



Contact Info

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EDUCATION

LIBERTY UNIVERSITY
M.A. Digital Content

THE UNIVERSITY OF AKRON
B.F.A. Graphic Design
Illustration Minor
Magna Cum Laude

SKILLS

Branding
Project Management
E-mail Marketing | HTML
Print Design | Web Design
Social Media Marketing
Video | Photo Editing
Photography Art Direction
Generative AI

Professional Summary

A highly creative and results-oriented creative leader with over 10 years of experience in the design industry. Proven ability to lead and manage teams to deliver high-quality visual assets across diverse media platforms, including web, video, social media, and print. Skilled in client management, concept development, and brand storytelling.

Work Experience

SENIOR ART DIRECTOR

EPSILON/PUBLICIS GROUPE | *Nov 2019-Present*

- Successfully led the creative team in developing 360-degree seasonal campaign for a major client, resulting in 15% increase in sales and 10% increase in engagement.
- Responsible for the creative vision and execution of various high-profile brands across fashion, pharmaceutical, entertainment, and retail clients.
- Developed assets for RFP's leading to \$1M+ in revenue.
- Managed teams of copywriters, designers, and production personnel to ensure project success within budget and deadlines.
- Directed photographers, designers, and led offshore team of 8 members to deliver high-quality web, video, social media, and print assets for clients.

GRAPHIC DESIGN CONTRACTOR

SIGNET JEWELERS | *April 2019-Sept 2019*

- Responsible for digital and social layouts, with an emphasis on digital executions including: designing and coding emails, landing pages, and display ads.
- Launched promotional campaigns from concept to final execution for all marketing materials.
- Collaborated with Merchandising to develop and enhance product stories and accuracy across all assigned product lines and materials.
- Regularly managed vendor relationships for campaigns.

GRAPHIC DESIGNER

FANNIE MAY CONFECTIONS/FERRERO ROCHER | *May 2016-August 2018*

- Designed product packaging, concept to completion for mass retailers, specialty distributors and private label including: Disney, Trader Joe's, Aldi's and QVC.
- Developed and presented seasonal design updates for retail and wholesale brands.
- Illustrated packaging designs for customers, supporting projects throughout product life cycle.

GRAPHIC DESIGNER

PYRAMYD AIR | *July 2014-March 2016*

- Responsible for digital and print advertising communications including: catalogs, direct mail, event/tradeshows signage, product packaging, branding for events/corporate materials, e-mail campaigns and website visuals.
- Coded and designed Responsive Web Design HTML templates for e-mails resulting in 15% increase in subscribers.