

Hi there! I'm an award-winning Graphic Designer, Copywriter, and Art Director who truly loves what I do! I have the ability to lead and inspire through action and humor, while maintaining a professional and productive work environment. Well-versed in B2B, B2C, D2C, and NFP, with strong client-facing skills. Experienced in developing insight-driven integrated campaigns, visual storytelling, and designing strategically positioned and audience-focused deliverables. I'm an authentic, personable, and self-disciplined doer, who brings added levity and integrity to the workplace. And a true love for typography!

## WHAT I DO

### PRINT DESIGN + BRAND DEVELOPMENT

Brand Identity, Brochures, Packaging, Large Format Graphics, Direct Mail, Sales Collateral, Annual Reports, Event Collateral, Signage, Vehicle Wraps, Trade Show Graphics, Retail and POP Displays, Editorial, Wall Graphics, Billboards, Typography & Typesetting, Infographics, Clean Press-Ready Files, Concept and Campaign Development, Art Direction, Visual Storytelling, Information Architecture.

### COPYWRITING + CREATIVE STRATEGY

Headline, Subhead, and Body Copy, "Big Idea" Development, Cohesive Campaign Copywriting, Promotional Copy, Editorial Copy, Presentation Copy, Brand Positioning, Brand Voice Expression and Message Alignment, CTA Verbiage, Versatile in Adapting to Specific Brand Voice and Tone.

### DIGITAL + WEB DESIGN, SOCIAL MEDIA + VIDEO

Website Design, Individual Web Graphics, Web Mock-ups, Email Campaign Design, Presentation Design, Digital Billboards, Meta Design, Google Ads Design, Digital Campaign Strategy and Performance Monitoring, A/B Testing, Audience Segmentation, Content Development, Social Media Creative Support, Engagement, Conversion and Retargeting Initiatives, Video Creation, Editing and Optimization.

### PROJECT LEADERSHIP + CLIENT RELATIONS

Identifying Gaps in Processes and Fixing them, Auditing Creative Deliverables for Campaign/Brand Consistency, Creative Brief Interpretation/Writing, Cross-Functional Collaboration, Workflow Development, Project Coordination, Delegation and Follow-Up, Presentation Delivery, Personable and Professional Client-Facing Communication, Vendor Coordination.

## HOW I DO {SOFTWARE}

PRINT + DIGITAL DESIGN	WEB + EMAIL DESIGN	SOCIAL MEDIA + VIDEO	PROJECT MANAGEMENT	COLLABORATION + PRODUCTIVITY	AI + CREATIVE SUPPLEMENTS
<b>Adobe Creative Suite:</b> <ul style="list-style-type: none"> <li>Illustrator</li> <li>Express</li> <li>InDesign</li> <li>Photoshop</li> <li>Lightroom</li> <li>Acrobat Interactive</li> <li>XD</li> <li>Canva</li> <li>Font Management</li> </ul>	<ul style="list-style-type: none"> <li>WordPress</li> <li>Wix</li> <li>Figma</li> <li>SquareSpace</li> <li>Constant Contact</li> <li>MailChimp</li> <li>Zoho Email Builder</li> <li>Wix Email Builder</li> </ul>	<ul style="list-style-type: none"> <li>CapCut</li> <li>Filmora</li> <li>Buffer</li> <li>Hootsuite</li> <li>Google Analytics</li> <li>Meta Business</li> <li>Adobe Premiere Pro</li> <li>Adobe After Effects</li> </ul>	<ul style="list-style-type: none"> <li>Monday</li> <li>Asana</li> <li>Trello</li> <li>Airtable</li> <li>Zoho Projects</li> </ul>	<ul style="list-style-type: none"> <li>Google Meet</li> <li>Microsoft Teams</li> <li>Zoom</li> <li>Google Drive</li> <li>OneDrive</li> <li>Slack</li> <li>WeTransfer</li> <li>Microsoft Suite</li> <li>Apple Suite</li> </ul>	<ul style="list-style-type: none"> <li>Firefly</li> <li>Midjourney</li> <li>Topaz Gigapixel</li> <li>ChatGPT</li> <li>Gemini</li> <li>Frame.io</li> <li>Envato</li> <li>Various Others</li> </ul>

## FEATURED RECENT: {AROUNDALCHEMY.COM}

- Created Around Alchemy, a biophilic art and wellness joint-venture, focused on restorative imagery for healthcare and hospitality environments.
- Led all aspects of brand development, from name and logo design, to copywriting, website design, visual systems, and creative direction.
- Integrated AI into customized workflow. Created large-scale, immersive visuals using original fine-art photography with proprietary workflow.
- Designed and organized the Around Alchemy website, including user flow, visual hierarchy, brand storytelling, and integration with existing archives from The Art Around You.
- Managed targeted email communications, including audience segmentation, email list organization, campaign design, key messaging strategy, and analyzing metrics.

# EXPERIENCE

## CONTRACT ART DIRECTOR + WRITER | EMERSON CREATIVE | 2007 - PRESENT

- Created campaign deck/strategy, design, tone and promotional creative [contributing to sold-out event, and record-breaking attendance](#).
- Embedded with client teams as needed to support collaborative design workflows, creative strategy, production coordination, and execution.
- Developed integrated branding, print, digital, environmental, and presentation campaigns for clients across telecommunications, finance, retail, nonprofit, hospitality, and consumer industries. [One design had a 90% increase in customer comprehension and satisfaction](#).
- Lead concept development, copywriting, and visual execution for marketing campaigns spanning direct mail, digital advertising, social media, web graphics, and experiential collateral.
- Collaborate directly with clients, vendors, printers, developers, and marketing teams to execute strategic, production-ready creative solutions. Manage multiple concurrent projects while maintaining consistent verbal branding, workflow organization, and client communication.

### SELECT CLIENTS

Bausch + Lomb, ProSource Wholesale, Tampa Bay Rodeo, Vyve Broadband, Suddenlink Communications, 5BYFIVE Creative, Amplifi NP, Sparks Milling Digital, Labyrinth Technologies, The Art Around You, Datix Inc., FTL Finance, KDR Designer Showrooms, and San Tan Communications.

## ART DIRECTOR | DELMAR MORTGAGE | 2021 – 2022

- [Recognized need for branding long-standing company program. Took ownership to create logo, visual identity, and introductory email.](#)
- Developed targeted CRM-Based Email Marketing initiatives that [achieved the highest open and click-through rates recorded](#) by management.
- Collaborated directly with referral partners and executive leadership to create unique and personal marketing collateral aligned with client needs.
- [Introduced interactive PDF workflows that improved communication efficiency](#), reduced production errors, and streamlined internal processes.
- Increased sales by meeting with clients, and proposing refreshed promotion visions designed to revitalize existing outreach efforts.

## DESIGNER + JR WRITER | AVALA MARKETING GROUP | 2004 – 2007

- Designed print campaigns: headlines, body copy, and artwork for marine luxury lifestyle brands. Ads for [SeaRay Boats](#), [Boston Whaler Boats](#), [Baja Boats](#), [The Moorings](#) and others [appeared in publications such as: Trader Monthly, Car & Driver, and Oprah](#).
- Redesigned company website with Flash Intro, and added our creative capabilities.
- Contributed to branding projects, internal marketing collateral, and promotional materials across multiple channels.
- Designed and researched Sea Ray's internal Brand Book, supporting brand consistency and researching psychographics.
- Designed print ads, brochures, direct mailers, logos, POP displays, web banner advertisements for various clients.
- Assisted in mentoring and training junior designers while supporting fast-paced agency production workflows.

# HONORS + AWARDS

Graphic Design USA Award (Showcased in Annual Publication) — Direct Mail & Direct Response — 2019

Graphic Design USA Award (Showcased in Annual Publication) — Poster Design — 2011

Graphic Design USA Award (Showcased in Annual Publication) — Brand Identity & Logo Design — 2009

# EDUCATION

Webster University, St. Louis, MO

1998 - 2002

B.A. Advertising and Marketing

3.5 GPA