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CURRICULUM VITAE

Creative professional bringing a proven knowledge of creative strategy, vision, communication, and management in digital, video, and print media.

SKILLS

Creative Strategy

Creative leader with extensive expertise in digital design delivering award-winning ideas that build global brands.

Industry recognized solutions for global brand strategy.

MANAGEMENT

Experience managing creative teams of diverse personalities in deadline driven environments, establishing career development with an emphasis on provoking thought, leading cross-functional team collaboration.

SOFTWARE

Mac OS, Windows, Adobe Creative Suite, Adobe Acrobat Professional, Power Point, Microsoft Word, HTML, CSS

ACHIEVEMENT HIGHLIGHTS

- Recipient of 17 ADDY Awards
- Recipient of ACME Award National Best of Show for “MegaMan series”
Awarded by Newspaper Association of America
- United Way Campaign Co-Chair - First to raise \$200,000 through company participation
- Recipient of Ad-Q Award for Outstanding Advertising by Harvey Research Inc.
Outstanding readership response
- Recipient of First Place Award from the National Association of Recording Merchandisers (NARM)
“Music Around the World” campaign illustration
- Recipient of the IndyRECON Award, Best Concept Design/ Layout Book Cover Design
“Sober and Miserable” by Dale Simpson
- Produced credited photography that was featured on the Smithsonian Magazine website
- Gold Addy Award doubled the revenue of classified advertising section
Cox Communications The Palm Beach Post

WORK EXPERIENCE

TEN: A DISCOVERY COMMUNICATIONS COMPANY, EL SEGUNDO, CA 2015-2018

DIGITAL ART DIRECTOR

- Consulted on and led creative strategy for multiple internal and external client campaigns
- Reinforced The Enthusiast Network’s voice for internal and external clients within their 47 publications in a wide range of media (digital, print, web UI design, package design, B2B, B2C marketing, and event design) Notable products: Motor Trend, Hot Rod, Recoil, 4Wheeler, Surfer, Endurocross, Roadkill, Dirt Everyday, Hot Rod Garage.
- Website UI design for internal VFX studio to showcase work performed for clients including Notable Clients: Jaguar, Dodge, Toyota, Lexus
- Responsible for App UI design for Nexen Tire
- Presentation designer directly reporting to the CCO of Discovery Communications for CEO David Zaslov
- Successful redesign of the Motor Trend Auto Show website to promote 18+ shows nationally
- Brand and re-brand development for national Motor Trend Auto Show affiliates
- Produced style guide to elevate 18+ Motor Trend Auto Shows in keeping with the overall Motor Trend brand
- Organized promotion video process to in-house agency creative services
- Education and ongoing training of creative services personnel on; Celtra, Sizmek, SaaS Creative programmatic platforms
- Package redesign of Motor Trend automotive maintenance product line for Canadian and US markets
- Directed and managed photo shoots for sponsored company shows including Hot Rod Garage

AW DESIGN STUDIO, STUART, FL 2007-2015

CREATIVE DIRECTOR

Expertly led award winning creative direction for 20+ clients.

Designed and managed brand and product development, marketing campaigns and events in collaboration with PR and advertising agencies across diverse markets.

- Worked with 150+ brands including Hartz, Astra Zeneca, Lifetime, We Networks, and McDonalds.
- Marketing message and design introducing Shotgun Shock motorcycle after-market parts company to a global market resulting in increased sales of 1400% since 2010.
- Completed over 600 profitable projects during a 7.5 year span including digital, print, and video platforms.
- Retail package, product, and point of purchase design
- Produced competitive and creative proposal content that secured ongoing stream of new work for clients
- Led the design and direction of clients internal and external creative resources, across diverse creative disciplines
- Enhanced visibility of clients in their market, resulting in increased consumer engagement
- Assisted clients in winning contracts with clients. Notable clients: Pfizer,
- Developed and managed high-performing creative teams for internal and external projects
- Appointed art director chair for The American Cancer Society Cattle Barons' Ball in charge of branding and creating award winning promotions, 2010-2015
- Project management, design, and printing of monthly publications for The Sailfish Club, #1 ranked private club in America.

COX COMMUNICATIONS: THE PALM BEACH POST, WEST PALM BEACH, FL 2004-2007

SENIOR MARKETING DESIGNER

- Marketing promotions digital, print, and video. B2B and B2C
- Increased business by effectively managing campaigns from concept to completion.

GENERAL ELECTRIC INTERLOGIX CASI, BOCA RATON, FL 2002-2004

SENIOR MARKETING DESIGNER

- Co-launched in-house creative services department for newly acquired security software arm of GE
- Spearheaded company look and feel redesign resulting in an increased presence with affiliates and advertisers. Awarded outstanding readership response by Harvey Research
- Reinforced GE's new voice in a wide range of media (digital, package design, print, B2B marketing, and event design). Resulted in highest revenue growth in division history.
- Branded and promoted company annual security convention including experiential design.

COX COMMUNICATIONS: THE PALM BEACH POST, WEST PALM BEACH, FL 2002-2003

FREELANCE DESIGNER

- Doubled the revenue of classified advertising section with innovative print campaign concept, design, and copy collaboration. The newspaper had the 2nd largest distribution in the country at the time.

EDUCATION

The Art Institute of Fort Lauderdale, Fort Lauderdale, FL | Associate of Science Degree in Advertising Design

References available on request.