



CREATIVE LEADER

PROFESSIONAL EXPERIENCE

DIGITAL ART DIRECTOR

2016 - PRESENT

vSA Marketing

Telecommute, Denver, CO

- Responsible for translating corporate clients' ideas and concepts into interactive, print, and multimedia marketing content that are consistent with clients' brand strategies and style guides
- Develop granular project management plans to ensure marketing directives are completed on time
- Provided art direction and storyboards for photo and video shoots for major corporations
- Manage and adhere to deadlines for multiple projects at a time while also responding to acute issues requiring emergency attention

DESIGNER

2009 - 2016

Sounds True

Louisville, CO

- Worked in a core team environment with an emphasis on clear communication to produce unique and compelling digital and print design solutions to support Sounds True's multiple business channels
- Developed and implemented strategic plan to produce digital deliverables for emerging markets
- Participated in art directing a product video for a Sounds True author, ensuring that the product was consistent with Sounds True's brand
- Voluntarily took on additional duties not included in job description, including IT troubleshooting, coding ebooks, and developing apps to eliminate the need to hire additional staff and facilitate workflow

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PROFILE

Progressive and resourceful technical marketer with the skills to successfully translate concepts, moods, messages—and to develop ideas into imagery. Possesses the ability to see the big picture and continues to develop new and inspiring approaches.

KEY SKILLS

- Adobe CS
- X/HTML
- XML
- PHP
- CSS
- Terminal
- Sketch
- HubSpot
- OmniGraffle
- WordPress
- JavaScript

EDUCATION

Masters in Technology Management
University of Denver - 2014

**BFA in Visual Communications
and Minor in Photography**
International Fine Arts College - 2001

Associates Degree in Liberal Arts
St. Petersburg College - 1998

PROFESSIONAL EXPERIENCE

ART DEPARTMENT SUPERVISOR

2004 – 2009

Urban Lending Group

Denver, CO

- Created a cloud production workflow for the art department
- Maintained principal website and company's IT assets
- Collaborated with the marketing department to create promotional collateral and media kits
- Developed and presented design solutions to key stakeholders to support corporate business objectives with an emphasis on building the company's brand

JUNIOR CREATIVE DIRECTOR

2004 - 2004

Provident Creative

Clearwater, FL

- Conceptualized marketing ideas for major corporate design clients
- Media design included: billboards, menus, calendars, and web and print advertisements
- Supervised internal personnel to ensure high-quality workmanship for clients
- Established a localized network to archive over 20,000 RAW photos
- Methodically maintained a level of consistency and detail while remaining organized

SENIOR GRAPHIC DESIGNER

1999 - 2001

New Times

Miami, FL

- Created and maintained a 152-page weekly publication
- Designed ads for weekly subscribers
- Implemented page configuration, page layout, line ads, and ad displacement
- Responsible for direct electronic file transfer

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ACHIEVEMENTS

- Excellence in Public Power Communications Oct 2016 American Public Power Association
- Google AdWords Certified

COMMUNITY

- AIGA Denver Member
- VolunteerMatch - Sandpoint Library - East Bonner County Spokane, WA
- USA Hockey Level 5 Coach
- USA Hockey Level 3 Referee
- Coached U12 Arvada Girls State Champions
- Head Coach, University of Colorado Division III Ice Hockey

SOCIAL

When I'm not working on a design project, I get my fix riding dirt bikes, playing guitar, playing hockey, snowboarding, and wakeboarding.