

## PERSONAL PROFILE

- + Exceptional understanding within all aspects of the creative development process.
- + Highly motivated, results-driven self-starter. Capable of working both independently and as a team player.
- + Understand and utilize the importance of clear and open communication with internal and external partners.
- + Manage, delegate, and execute tasks in a timely manner in order to follow projects through to completion.
- + Strong attention to detail, highly organized, and an efficient problem solver.

## WORK EXPERIENCE

### BRIGHT CELLARS – MILWAUKEE (REMOTE)

**Creative Director** – October 2021 - January 2023

Creative lead on all aspects of core brand communication and marketing initiatives as well as the development of new wine brands. Build and establish the in-house creative team and function within the organization. Oversee creative, content, and social teams. Work closely with cross-functional team members to develop creative solutions that come to life through an omni-channel experience to deliver against key business objectives. Drive the visual content creation strategy and direct the execution of photo and video shoots. Advise agency partners to ensure campaigns, promotions, and engagement platforms align with the brand vision. Responsible for the management of designers, copywriters, production managers, content strategists, and content creators, including freelance staff.

### FARMER'S FRIDGE – CHICAGO

**Creative Director** – November 2016 - October 2021

Creative lead on all aspects of brand communication and marketing initiatives for both B2C and B2B. Build and establish the in-house creative team and function within the organization. Work closely with cross-functional team members to develop creative solutions that come to life through an omni-channel experience to deliver against key business objectives. Drive the visual content creation strategy and direct the execution of photo and video shoots. Advise agency partners to ensure campaigns, promotions, and engagement platforms align with the brand vision. Responsible for the management of designers and copywriters, including freelance staff.

### TRACYLOCKE – CHICAGO

**Associate Creative Director - Art Direction & Design** – August 2015 - November 2016

Creative lead working with strategic planners, account and production managers, digital strategists, art directors, designers, and copywriters to develop marketing solutions that deliver against client objectives. Focused on the continual improvement of the creative process and the overall quality of the work. Drive ideation for integrated global marketing programs, from concept to execution. Collaborate with the studio team and outside vendors to assure the output of the creative work is of the highest standard. Demonstrate how ideas, grounded in relevant insights, come to life in both traditional and digital touch points including social media. Present creative work both internally and externally, and help develop a positive and collaborative relationship with clients. Work closely with agency partners to ensure campaigns, promotions, and engagement platforms align with the overarching brand vision.

Clients include: Ziploc, Off!, Raid, Windex, Glade, SC Johnson

### CHICAGO PORTFOLIO SCHOOL

**Instructor - Advanced Design Process Cohort** – July 2014 - July 2019

Chicago Portfolio School is a 15 month intensive graduate school program for aspiring designers, art directors, and copywriters. Students acquire real-world design skills in a unique environment by learning from professionals actively working in the design and advertising industries. The goal of the cohort is to mentor, guide and challenge design students to improve and build on their projects from previous courses to create a strong, marketable portfolio by the end of the program.

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## WORK EXPERIENCE (Continued)

### SAATCHI & SAATCHI X – CHICAGO

**Associate Creative Director - Art Direction & Design** – August 2013 - August 2015

Creative lead working with strategic planners, account and production managers, digital strategists, designers, and copywriters to develop marketing solutions that deliver against client objectives. Drive ideation for integrated marketing programs, from concepts and themes to activations and executions. Demonstrate how ideas, grounded in relevant insights, come to life in stores and in both traditional and digital touch points including social media. Present creative work both internally and externally, and help develop a productive relationship with clients. Work closely with agency partners to ensure shopper engagement platforms align with the brand vision.

Clients include: Del Monte, Quaker, Capn' Crunch, P&G, Duracell, Dr. Scholl's, Coppertone, Mead Johnson

### FCB – CHICAGO

**Senior Art Director & Designer** – April 2011 - August 2013

Collaborate with designers, copywriters, strategic planners, account and production managers in a fast-paced, high-pressure environment. Provide insightful creative recommendations that meet client objectives. Work with multiple teams to concept and create print collateral, direct mail, organic and paid social communication, display ads, brand identity, broadcast, websites, and OOH. Oversee the production of animated TV broadcast development. Inspire and mentor junior directors and designers in their creative growth.

Clients include: Cox Communications, Motorola, KFC, Sprite, Del Monte, Milk Bone, Meow Mix, Kibbles 'N Bits

### OMNIVORE – MILWAUKEE

**Art Director & Designer** – January 2007 - April 2011

Handle multiple assignments working directly with designers, copywriters, account and production managers, under strict deadlines. Collaborate with numerous teams in the development and creation of print and digital advertising, direct mail, collateral, trade show graphics, brand identity, packaging, websites and multimedia presentations. In addition, responsible for organizing and art directing photo shoots.

Clients include: Sara Lee, Jimmy Dean, Hillshire Farms, McCain Foods, Simplot, Solo, Kerry, Oregon Chai, Custom Culinary, Zero Zone, Mustard, Seaguar

## SKILLS

- + Adobe Creative Suite
- + Figma and Sketch
- + Creative leadership
- + Branding and identity
- + Content creation strategy
- + Creative and art direction
- + 360 concepting
- + Project management
- + Mindful mentoring
- + Relationship building

## EDUCATION

### UNIVERSITY OF WISCONSIN - EAU CLAIRE

**BA in Graphic Design**