



AREAS OF EXPERTISE

- > Art direction, image making, photoshoots
- > Advertising concept and campaign development
- > Brand and identity systems
- > Typography and color palettes
- > Video and motion graphics storyboarding
- > Commerce, retail, and omnichannel marketing
- > Managing, training, and mentoring junior creatives
- > Overseeing and collaborating with contractors

EXPERIENCE

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| <p>VMLY&amp;R COMMERCE<br/>WPP<br/>SENIOR ART DIRECTOR<br/>2017–2023</p> | <p>Creative leader across many accounts spearheading campaign development</p> <ul style="list-style-type: none"> <li>&gt; Helped to win Volkswagen and Certified Pre-Owned businesses for WPP</li> <li>&gt; Led creative campaign development for NA Coca-Cola business charter</li> <li>&gt; Developed visual styles, presented and sold work, oversaw shoots/recordings</li> </ul> |
| <p>MODERN MARKET<br/>GRAPHIC DESIGNER<br/>2015–2017</p>                  | <p>Managed design of e-commerce site, social media, print and digital marketing</p> <ul style="list-style-type: none"> <li>&gt; Effectively branded, photographed, and launched private brand label</li> <li>&gt; Established a visual identity system and language for loyalty program</li> <li>&gt; Shot and directed new product shoots and promotional event content</li> </ul>  |
| <p>DEVENEY<br/>DIGITAL DESIGNER<br/>2015</p>                             | <p>Produced digital design solutions for web, email, social, and campaigns</p> <ul style="list-style-type: none"> <li>&gt; Collaborated with e-commerce and marketing teams to align brand image</li> <li>&gt; Worked cross-functionally to take ideas from concept to execution</li> <li>&gt; Synchronized front-end development for effective user experiences</li> </ul>          |
| <p>NORTH SAILS<br/>BRAND ACCOUNT<br/>MANAGER<br/>2014–2016</p>           | <p>Oversaw North Direct national division digital and regatta event marketing</p> <ul style="list-style-type: none"> <li>&gt; Increased social media following and impact nationally</li> <li>&gt; Assisted in creation of brand documents, guidelines, and creative assets</li> <li>&gt; Facilitated photography in creation of sailing regatta promotional material</li> </ul>     |

EDUCATION

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| <p>PRESENT</p> | <p>Master of Fine Arts<br/>The Maryland Institute College of Art<br/>Graphic Design</p>    |
| <p>2017</p>    | <p>Post-Baccalaureate Certificate<br/>Tulane University<br/>Digital Design</p>             |
| <p>2012</p>    | <p>Bachelor of Arts<br/>The University of California – Santa Cruz<br/>Language Studies</p> |

VOLUNTEER

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| <p>THE NATIONAL PARK<br/>SERVICE<br/>DESIGNER<br/>2023–PRESENT</p> | <p>Collaborate with Visual Information Specialists to offer guidance and contribute to the creation of visual elements for interpretation, education, and the management of volunteer programs.</p> |
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