

## PERSONAL SUMMARY

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Passionate and innovative senior creative professional with 15+ years of experience in the management of the complete design process; from concept to execution of communication design – branding, interactive and advertising. Strong attention to detail, collaborative team player, forward thinker, and strategic problem solving skills with a lead by example mindset. Highly skilled in design software relevant to print and on-line marketing.

## PROFESSIONAL EXPERIENCE

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### HENCE DESIGN

Owner / Creative Engineer (2011 - Present)

- Providing branding and marketing solutions through print, web and product development
- Collaborates with clients, account executives, copywriters, photographers and web developers to execute results-driven communications and brand consistency
- Implement on-line marketing strategies focusing on lead generation through social media, organic SEO, PPC advertising and email marketing while managing budget allocations
- Create multimedia campaigns that connect product benefits with the needs of prospects to generate leads and sales

### HATS OFF CREATIVE / CREATIVE SERVICES

Director of Print and Web Services (2007 - 2011)

- Led team of 10+ designers and developers in a fast paced environment to deliver high quality, deadline driven marketing solutions for franchised based sales consultants nationwide
- Implemented template-based applications for online marketing efforts resulting in lower costs with higher profit margins
- Consulted with printers, mail houses, web hosts and industry service providers to optimize service offerings to stay ahead of the curve in an evolving online marketplace

### MILLER DAVIS AGENCY

Web / Graphic Designer (2004 - 2007)

- Designed, conceptualized and produced advertising campaigns, brand development and online marketing efforts for local and national clients
- Established creative direction for startup print publication overseeing layout, advertising initiatives and production

## EDUCATION

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### BACHELOR OF FINE ARTS CONCENTRATING IN GRAPHIC DESIGN

University of North Carolina at Charlotte

## FUN FACTS

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- ✓ Designed and built a hot dog boat for the BYOB competition at the Whitewater Center, failed miserably
- ✓ Connoisseur of all things barbecue, having also recently discovered the art of sous vide cooking
- ✓ A perfect day for me? Sailing, scuba diving, turquoise water and an ice-cold beer