
SUMMARY

An accomplished, creative and award-winning professional with a comprehensive background of traditional and digital agency, digital publishing, online marketing and design experience. I specialize in directing cross-functional, in-house and agency creative teams that create effective digital marketing products for major brands. I have designed and directed visual interface, rich media advertising and interactive experiences for major brands and digital publishers.

QUALIFICATIONS

- Design web creative and interactive experiences since 2000
- Early adopter and producer of rich media advertising creative (2002)
- Video creative direction (tv and web) – story boards, hiring talent, direction, pre/post production
- Major brand experience (McDonald's, Coca-Cola, Xfinity, Wendy's, Coldwell Banker, SAAB, SunTrust)
- Experienced Graphic Designer; Expert in Adobe Photoshop, Illustrator, InDesign; Adobe Edge Animate
- Experience with Axure, MS Office, Wordpress, Drupal. Mobile experience with DudaMobile, Celtra
- UX experience - focus groups, persona building, wire frames, graphic standards and style guides

EXPERIENCE

Noble Brands

Director, Digital Services / Digital Strategy Consultant

2015 - present

Directed the redesign of shelfgenie.com, including:

- Management of external agency and internal design team
- Client-side UI/UX work including new page templates and UI improvements
- Director for 2 video shoots and 6 photo shoots in Birmingham, San Antonio and Atlanta
- Creative direction on tv and web spots

Cox Media Group

Director, Interactive Design & Creative

2002 - 2014

Established a 14-person, in-house agency of designers, coders, project managers and coordinators that produce digital ad products, web sites and mobile marketing products for Cox newspapers, television, radio and cable. Performed executive-level functions including strategy planning with VP's, GM's and directors on new digital products (super brand, sub-brand, new brand). Launched several new product web sites for Cox Enterprises.

- Creative Director for AJC.com (2002)
- Promoted to Director, Interactive Design & Creative to lead in-house agency for TV, News and Radio
- Drove digital ad strategy for 87 Cox Media Group web sites in key U.S. markets
- Recommended mobile marketing, ad formats and sponsorship models to increase revenue
- Assessed, negotiated and engaged vendor partnerships
- Supported digital sales groups with RFP response, pitch, statement of work and discovery
- Led creative CRM planning
- Led new business initiatives via consultation services for major advertisers in the CMG network
- Developed new product offerings including mobile web dev, mobile advertising and SMS/MMS marketing

Agency.com

2000 - 2002

Art Director

Directed major web development projects for SAAB, SunTrust and Worldspan. Contributed to business development, creating comps and prototypes of web and interactive marketing products for prospective clients. Interfaced with project managers, information architects, copywriters and developers to guarantee design continuity, usability, functionality and brand awareness on major web development projects. Contributed to creative brief and statement of work documents.

- Performed brand assessment with clients
- Provided creative direction for voice-overs, product photography and copy writing
- Conducted UX functions for web development projects – mood boards, wire frames, site maps
- Directed and produced style guides and graphic standards manuals

Experience prior to 2000 available on request.

References available on request.

EDUCATION

University of Georgia – Bachelor, Fine Arts in Graphic Design

AWARDS

2010 IAC Outstanding Web Site - McCafé (Creative Director)

2009 IAC Best Advertising - Rich Media Online Ad - Headless Horseman (Creative Director)

2009 IAC Outstanding Web Site - AdKitchen (Creative Director)

2007 W3 Gold Award Winner - Skirt Magazine (Creative Director)

2006 Webby Honoree Camp Twin Lakes Website (Creative Director)

2001 International Web Page Award - Creative Excellence Award - Saab.com (Art Director)

ORGANIZATIONS

IAB (Interactive Advertising Bureau) – Corporate member since 2008

MMA (Mobile Marketing Association) – Corporate member since 2012

MMA (Mobile Marketing Association) – Member of HTML5 ad work group

International Academy of the Visual Arts – Lifetime member