

## SUMMARY

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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 agency and in-house creative teams that create effective marketing products. Extensive brand experience includes development, implementation and brand refreshes across various digital marketing channels.

## QUALIFICATIONS

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- Directed agency and in-house creative teams (5-16 persons) since 2000
- Major brand experience (AT&T, McDonald's, Coca-Cola, Xfinity, Wendy's, Coldwell Banker, SAAB)
- Strategic planning (quarterly/yearly) for client goals & internal revenue milestones
- Collaborate with VP's, GM's, and executive stakeholders on design, advertising and digital strategy
- Experienced Graphic Designer; Expert in Adobe Photoshop, Illustrator, InDesign; Adobe Edge Animate
- Video creative direction (tv and web) – story boards, hiring talent, direction, pre/post production
- UX experience - focus groups, persona building, wire frames, graphic standards and style guides
- Personable, humorous and leads by example

## EXPERIENCE

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### **DRUM Agency (formerly BKV)**

Associate Creative Director

2016 - present

Primary role – Creative strategy lead for AT&T/DIRECTV prospect email campaigns

Secondary role – Direction on SunTrust, Tractor Supply Co., Wounded Warrior & Greenpeace accts.

- Management of brand implementation/brand refresh for DIRECTV acquisition (email marketing)
- Leads creative team (design/code/copy writing) in design & implementation of campaigns
- Strategy for integrated sales promotion across wireless/wired segments (18mm emails/yr.)
- Consults with executive-level clients on quarterly strategy

### **Creative Consultant**

Various clients

2014 - 2016

Interim Director, Digital Services at ShelfGenie

- 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

Web design, identity design & brand management for ShelfGenie, Outback Guttervac, Dressed Men's Club, GoFish

**Cox Media Group**

Director, Interactive Design &amp; Creative

2002 - 2014

- 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
- Developed new product offerings including mobile web dev, mobile advertising and SMS/MMS marketing

**Agency.com**

Art Director

2000 - 2002

Directed major web development projects for SAAB, SunTrust and Worldspan. Interfaced with project managers, UX designers, copywriters and developers to guarantee design continuity, usability, functionality and brand awareness on major web development projects.

- Provided creative direction for voice-overs, product photography and copy writing
- Conducted UX functions for web development projects – mood boards, wire frames, site maps
- RFP response, SOW authoring and pitch/presentation work

Experience prior to 2000 available on request.

References available on request.

**EDUCATION**

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University of Georgia – Bachelor, Fine Arts in Graphic Design

**AWARDS**

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2016 AMY Award - Email Marketing - AT&T Black Friday Campaign (Creative Director)  
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**

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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