

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 agency and in-house creative teams that create effective marketing products. Extensive brand experience includes brand development and management, positioning brands, defining and engaging audiences and executing timely refreshes during the life cycle of the brand.

QUALIFICATIONS

- Directed agency and in-house creative teams (5-16 persons) since 2000
- Experienced email, social, display ad, web design (UI & content), animation designer & director
- Major brand experience (SunTrust, AT&T, McDonald's, Coca-Cola, Xfinity, Wendy's, Coldwell Banker)
- Strategic planning (quarterly/yearly) for client goals & internal revenue milestones
- Collaborate with executive stakeholders on design, advertising and digital strategy
- Experienced Graphic Designer; Expert in Adobe Photoshop, Illustrator, InDesign; Tumult Hype Animation
- 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
- Well versed in InVision, Basecamp

EXPERIENCE

DRUM Agency (formerly BKV)

Creative Director

Aug. 2016 - Sept. 2018

Directs team of designers, copywriters and coders that produce email, social, display and web dev products. Works directly with clients on pitch and presentation; brand evangelist for client. Specific client task are as follows:

AT&T/DIRECTV

- Management of brand implementation/brand refresh for DIRECTV acquisition (email marketing)
- Creative strategy lead for prospect campaigns, triggers, promos (email & microsites), innovations
- Customer journey strategy for prospective customer acquisition
- 129% increase in conversions and 91% increase in click-through rate in one quarter (Q2 2018)

SUNTRUST

- Brand guidance and strategy, competitive analysis
- Direction on B2B and B2C email and print campaigns

Other clients include Tractor Supply Co., Wounded Warrior Project, Wordpress (Automatic)

Creative Consultant

Various clients

2014 - 2016

Interim Director, Digital Services at ShelfGenie

- Management of external agency and internal design team
- Client site 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

- 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

EDUCATION

University of Georgia – Bachelor, Fine Arts in Graphic Design

AWARDS

2018 IAC Best in Show - AT&T December Promotion (Creative Director)
2018 Hermes Award - DIRECTV Promotional Email
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)
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