



CREATIVE DIRECTOR

DIGITAL | PRINT | SOCIAL | EXPERIENTIAL | PACKAGING | UI/UX

Talented senior creative director with 30 years of leadership and a track record of success generating measurable results for Fortune 500 brands across diverse industries. Utilizes a hands-on approach to lead teams to conceptualize and deliver powerful designs that generate consumer awareness and engagement in crowded markets. Known for ability to propel significant growth in online impressions, email open and read rates, and overall sales and revenue growth. Persuasive communicator adept at pitching novel ideas to win top-tier clients and accounts.

Areas of expertise...

- Visual Storytelling, Brand Engagement
- UI/UX and Consumer Engagement
- Creative and Marketing Strategy
- Brand Development / Positioning
- Collateral Design and Production
- Client Pitches and Presentations
- Market Penetration / Awareness
- Copywriting and Headline Writing
- Social Media Marketing
- Omnichannel Integration
- Local and Remote Team Leadership
- Multimillion-Dollar Budgets
- Vendor / Contractor Management
- eCommerce Site Optimization

CONTACT

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EDUCATION

Colorado State University Global
Bachelor of Science, Marketing
Cum Laude

Art Institute of Seattle
Associate of Applied Arts,
Commercial Photography
Best Portfolio in Class

Collins College
Certificate, Graphic Design
Dean's List

SIT Graduate Institute
Certificate, TESOL

SOFTWARE

Adobe Certified Expert (ACE)

Adobe Creative Cloud
Photoshop, Illustrator, InDesign,
Dreamweaver, Acrobat

Microsoft
Word, Excel, PowerPoint

RELEVANT EXPERIENCE

DEKA LASH, LAKE FOREST, CA

Franchise Owner/Operator, 2022 – Present

Manage operations, marketing, creative, and staff for busy Lash Studio. Additionally supported corporate with marketing/branding through digital, print and packaging deliverables for all 130+ studios internationally.

- Delivered compelling digital design, print design, photography, illustration, and copywriting for corporate brand.
- Developed local digital marketing campaigns to increase traffic to studio.
- Managed budgets, staff and vendors to run studio while decreasing expenditures and boosting revenue.

Key Achievements:

- Grew revenue by 20% through innovative digital marketing and retargeting campaign.
- Was tapped to design and launch new branding effort for Deka Lash corporate.
- Innovated improved membership model resulting in increase of subscribers.

NATROL, CHATSWORTH, CA

Head of Creative, 2018 – 2021

Led a best-in-class team of four delivering compelling packaging, print, digital / social media, and broadcast creative for 200+ omnichannel products featured by global retail partners including Amazon, Walmart, CVS, and Costco. Collaborated with senior leadership and defined brand standards and story, consistently balancing form and function to drive revenue growth.

- Aligned retail partner requests with internal standards, consistently solving design challenges and producing multiple product iterations and targeted visual stories while staying true to brand guidelines and goals.
- Inspired team members to reach peak creative performance through engaged management and mentorship.
- Liaised cross-functionally to anticipate and remove obstacles for team members, maximizing quality and efficiency.
- Led creative briefing sessions cross-departmentally to help align business needs with brand story and standards.
- Collaborated with product team to understand and communicate new product features and innovations.
- Balanced budget constraints and creative vision to drive consumer engagement while improving net margins.

continued...



PLATFORMS

Productivity

Google Ads, Google Analytics, Workfront, Workzone, Wrike, Act-On

eCommerce (working knowledge)

HTML, CSS, Javascript, WordPress, NetSuite, Magento, Shopify, FDM4

BRANDS/CLIENTS

Automotive

Honda, Scion, Toyota, Infiniti, Mercedes-Benz, Lexus, Hyundai

Telecommunications

Cox, DirecTV, Time-Warner

Food

Coca-Cola, ConAgra, Nestle, Oroweat

Lifestyle/Fashion/Beauty

Michael Kors, Sena Cases, Dekalash

Electronics

Gateway, Dell, Olympus America

Travel

Lufthansa, Northwest Airlines

Financial

Experian, Pacific Life Securities

Pharmaceutical/Medical/VMS

Allergen, Kaiser Permanente, Natrol

Home/Small Products

Avery Dennison, Noritz, Playskool

Key Achievements:

- Refocused, revitalized, and mentored the creative team to produce more effective deliverables, resulting in a 15% top-line growth in sales in two years.
- Redesigned Amazon A+ page content to better communicate product benefits and align with brand standards, creating a sales lift of \$2M+ within three months.
- In immediate response to COVID-19 pandemic, refocused Natrol's immunity product line packaging designs and advertising creative, resulting in top-line sales increase of \$55M.
- Implemented robust, cloud-based, creative project management platform that improved collaboration, reduced change rounds, and became invaluable with the shift to remote workspaces.
- Redesigned and relaunched Natrol website, adding eCommerce direct-to-consumer functionality and creating powerful new sales and advertising channels.

COTTON HERITAGE, COMMERCE, CA

Creative Director, 2016 – 2018

Steered creation of highly conceptual print and digital ads and cultivated relationships with editors at top industry publications to grow brand through advertising and editorial exposure. Led team of five marketing and creative professionals in design, development, and production of engaging collateral closely aligned with brand standards.

- Spearheaded complete rebranding initiative to align all marketing and creative assets with "clean and soft" product image while elevating and rejuvenating the brand in the marketplace.
- Collaborated with senior leadership to design brand stories and standards.
- Leveraged copywriting expertise to craft attention-grabbing headlines and ad copy.
- Drove cost reductions while increasing value at the department and company-wide levels.
- Managed eCommerce site and delivered highly effective user interface and user experience (UI/UX).

Key Achievements:

- Conceptualized and launched aggressive marketing plan, triggering dramatic 724% increase in marketing exposure.
- Secured first-ever company placement on cover of Printwear Magazine, a leading industry publication.
- Transformed email strategy: boosted read rate from 0.2% to 34% by retooling email marketing program and delivering an open rate of 77% with introduction of behavior-triggered remarketing campaign.
- Generated 35K targeted impressions per month by deploying a robust digital retargeting campaign.

MINACS MARKETING SOLUTIONS, IRVINE, CA

Creative Director, 2013 – 2015

Led team of 14 in California and Michigan to develop effective, on-brand creative. Orchestrated complete overhaul and transformation of program creative to exceed expectations. Advised top Honda executives on creative direction.

- Conducted nationwide focus groups to test / refine communications prior to launch.
- Provided conceptual and hands-on direction for multichannel web, email, digital, and direct mail campaigns.
- Designed and produced highly variable, personalized digital and print communications and responsive digital UI/UX.

Key Achievements:

- Designed multi-year program to grow brand awareness, increase owner satisfaction, and lift purchase rates.
- Oversaw creative design across interactive, print, and social channels for multiple Honda programs, including the \$37M Honda Owners Lifecycle Communications (HOLC) program.