

EXPERIENCE

FEBRUARY 2024 - PRESENT

Creative Manager | SP6 | 112Cyber | ASCERA
Clearwater, FL | SP6.io | 112Cyber.com | ASCERA.com

MARCH 2023 - FEBRUARY 2024

Senior Designer | SP6 | 112Cyber | ASCERA
Clearwater, FL | SP6.io | 112Cyber.com | ASCERA.com

Own corporate creative direction and brand guardianship. Design, build and maintenance of company websites. Develop branding for the 3 business units and create marketing campaigns and communications from strategic initiatives.

- Manage freelancers and marketing vendors
- Manage event marketing and sales tool creation and distribution.
- Design product application interfaces and assets
- Advise on best practice for creative / marketing projects

MAY 2021 - MARCH 2023

Senior Designer | TrendyMinds, Inc.
531 E Market St | Indianapolis, IN 46204 | Trendyminds.com

Lead designer for the Humana account at the largest marketing agency in Indiana. Provide creative strategy guidance and design for multi-channel marketing campaigns and digital customer journeys.

- Create landing pages and emails in Figma and Sketch
- Design animated social media advertising using Adobe CC and Bannersnack
- Advise Humana marketing team members on best practices and ideal communication techniques customized to goals

May 2018 - Feb 2021

Creative Director | Vology
15950 Bay Vista Dr. | Clearwater, FL 33760 | Vology.com

Provide marketing team leadership, creative concept development, brand guardianship, and project management for marketing campaigns and communications including the complete design and build of Vology's new website.

- Management of marketing team and strategy
- Customer event organization, management, and promotion
- Webinar planning and promotion
- Customer communication cadence and management
- Marketing automation oversight (Salesforce & Pardot)
- Development & maintenance of project management system
- Filming, editing, and producing internal and customer-facing videos
- Management of vendors and department resources
- Oversight of social media presence

OCTOBER 2017 - MAY 2018

Senior Creative | Experian / Clarity Services
15550 Lightwave Dr #350 | Clearwater, FL 33760 | Clarityservices.com

Partner with Marketing Director, product and marketing teams on multi-channel marketing plans and campaign concept development.

- Concept and design of multimedia creative projects
- Assist with content and positioning strategy for new product launches and existing product lines.
- Design for social media channels, website, digital sales pieces and promotional emails. Implement new branding throughout all sales materials.
- Ensure brand adhesion and assist with project management and organization.

OCTOBER 2014 - OCTOBER 2017

Art Director | Bankers Financial Corporation
11101 Roosevelt Blvd. N. | St. Petersburg, FL 33716 | Bankersfinancialcorp.com

Collaborate with Chief Marketing Officer and corporate marketing team to concept, design and produce multi-channel automated marketing campaigns.

- Create complete identity and branding for a new company launch (Centricity).
- Direct photo shoots, assist with copy writing and editing creative content. Present campaigns to clients and other staff.
- Design UX friendly websites, social media marketing artwork, email campaigns and printed marketing pieces.
- Create and send promotional emails using Sales Force Marketing Cloud.
- Develop and maintain corporate branding guide for eight business units.

APRIL 2001 - OCTOBER 2014

Art Director | Sexton Printing | Sexton Strategic Marketing
250 Lothenbach Ave. | St. Paul, MN 55118 | Sextonprinting.com

- Assist with multi-channel marketing plan development with clients, marketing, sales and creative staff.
- Concept, design and produce print and online creative visual materials including publications, logos, ads, brochures, websites and interactive documents.
- Develop corporate ID standards and maintain existing ID standards for 75+ clients as well as Sexton Printing and Strategic companies.

EDUCATION & TRAINING

2023 | **Udemy Leadership Training** | Online Master Class

2003-2023 | **AIGA Design Camps and Conferences**

1997 GRADUATE | **Bismarck State College** | Graphic Design Program

SOFTWARE

Expert in Adobe CC

Proficient in Figma and Sketch

Proficient in WordPress

Proficient in Salesforce Marketing Cloud

Proficient in Salesforce Pardot

Proficient in Hubspot

Proficient in Microsoft Office

Experience in Salesforce CRM

Experience in HTML and CSS

(Proficient in Mac and PC environments)

AWARDS

OLD OBIE Award Winner for Centricity Brand Launch Campaign

Best Marketing Campaign/Promotion - Budget over \$10,000

Identity & Brand Development, Brand Launch Campaign & Marketing Collateral

Silver Award Winner for Centricity Brand Design

Best Marketing Promotion by Supplier or Industry Partner

National Sales and Marketing Council (NSMC)

Identity & Brand Development, Brand Launch Campaign & Marketing Collateral

Award of Excellence in Visual Design - Collateral Materials

Dakota County Community Development Agency

Annual report, Calendar, Brochure series

NATIONAL BRAND EXPERIENCE HIGHLIGHTS

