

SUMMARY

With over eight years as a Creative Director, I am seeking an opportunity to apply my creativity and leadership in a more dynamic role, rather than being limited by micromanaging. I bring expertise in omni-channel experiences, integrated brand marketing, UI/UX design, brand guidelines, packaging, email marketing, with an ability to lead across both digital and traditional print platforms.

My expertise, shaped by both agency and client-side roles, allows me to deliver innovative solutions that drive brand success. As a creative team leader, I manage two websites, social media content, catalogs, brand guidelines, and all in-house photography, ensuring consistency across all channels.

I am dedicated to crafting solutions while navigating the unique challenges of supporting two different companies – one B2B and one B2C – each with its own CEO and specific strategy objectives.

RECENT EXPERIENCES

Creative Director

BodySolid and FitnessFactory (2016 - Current)

- This creative team of five supports one B2B company and one B2C company by transforming brand strategy, consumer insights, and internal feedback into a unified approach for all both external facing brands.
- Lead the creative team through strategy, ideation, design, and the full production process to deliver innovative solutions for diverse internal and external projects.
- Oversee all aspects of brand development and standards, as well as internal and external marketing initiatives, web development, social media, photography/video production, email marketing, advertising, and support for sales staff and trade shows.
- Successfully migrated a multi-million dollar Direct-to-Consumer website from a proprietary web provider onto the BigCommerce platform. This transition has significantly boosted sales by leveraging advanced features such as sales analytics, order tracking, integrated sales tax, shipping/tracking, abandoned cart re-marketing, and an improved e-commerce experience.
- Currently midstream as we migrate our second multi-million dollar business (B2B) onto the BigCommerce platform.

Associate Creative Director

DeVry University (2009 - 2016)

- Grew the team from 2 to 14 members through effective leadership and targeted recruitment.
- Oversaw designers for two internal brands (DeVry University and Keller Graduate School), managing all design projects to ensure brand consistency.
- Collaborated with the IT team and led the design team in migrating a website to the Adobe AEM platform, enhancing user experience and functionality.
- Created and implemented innovative creative campaigns that boosted brand awareness, market share, and increased the number of campuses.
- Conceptualized and designed graphic content that resonates with target audiences.
- Mentored junior designers to cultivate a culture of creativity and excellence within the department.
- Promoted from Sr Art Director to Associate Creative Director within the department.

PREVIOUS ROLES

Senior Art Director for DeVry University

Senior Art Director for CompTIA

Freelance Art Director for The Nielsen Group

Art Director for Draft Worldwide

Senior Designer for The Marketing Store

Graphic Designer for Maximum Marketing

EDUCATION

Keller Graduate School, **MBA**, Marketing

Eastern Illinois University, **BFA**, Graphic Design