



Summary

Strategic Marketing & Creative Leader • Brand Architect • Visual Storyteller

20 years Marketing & Creative expertise developing forward-thinking on-brand solutions at a global scale; Extensive knowledge in brand & marketing strategies, creative direction, personalized direct marketing, environmental design, research & development, storytelling, social/digital media & graphic design.

Compassion International *Feb 2017-Present*

► **Director of Media Content**

Lead the creation and development of multifaceted, highly engaging, Supporter content; building individualized creative road-maps based in solid direct marketing principals. Mentor and guide the Content Creation team to produce personalized emotional experiences that drive retention, increase revenue and improve the engagement of our Sponsors and Supporters. Lead all aspects of content development and creative design/functionality. Advise internal and external creative teams, providing solid creative strategy to stakeholders and other senior leaders. Provide creative counsel as needed throughout the development process.

Key Achievements:

- Create a quantifiable strategy and vision for the Supporter Retention & Engagement Content Creation Team, providing a clear road-map and an individualized path for success for each team member.
- Elevate the level and quality of creative output within the team in a way that builds ownership of talent and expertise and drives collaboration and connectivity throughout the group.
- Provide highly-focused strategic direction and content development for high-profile marketing campaigns by counseling expert-level talent to achieve and exceed marketing goals.

Smartwool *2015-2017*

► **Global Creative Director**

Define the creative vision, voice and visual aesthetic for the Smartwool brand by leveraging ongoing consumer research, trend data and relevant industry information. Develop and launch a brand identity refresh, establishing a comprehensive Visual/ Creative Guidelines package that provides clear direction around all aspects of brand. Lead all creative developments for Smartwool from an Omni-Channel level. Direct internal creative team, overseeing all creative developments from brand, regions, wholesale, digital, eComm, etc.

Key Achievements:

- Partner with Brand Communication to formulate and standardize a 12 month GTM (Go To Market) development calendar. Partner with key stakeholders at pivotal dates within the process in order to effectively develop evolving sell-in and sell-through assets.
- Direct and manage multiple brand and product photo/video shoots. Align Brand creative direction with Regional Wholesale and D2C requests, attaining a proper creative vision for the season.
- Define and implement a company-wide global brand identity update, developing a launch strategy and successfully partner with key decision makers to align all aspects of the strategy with budgets and key delivery dates.



Crocs
2012-2014

► **Global Creative Director**

Establish and lead a team of highly skilled creatives to consistently formulate forward-thinking global campaigns and solutions. Globally align all creative initiatives with regional marketing partners and develop 360° launch packages for global implementation. Travel in-region for market evaluations, leveraging regional marketing talent and partnering with key personnel to improve creative execution. Collaborate and strategize with VP's, Global Marketing Directors and various Creative and Brand Presentation leaders. Continue to elevate Crocs as a leader in their industry, developing collateral which drives revenue, leverages brand awareness and builds customer loyalty.

Key Achievements:

- Successfully develop and distribute a cadence of creative launch packages establishing 90%+ global alignment and consistency within DTC channel marketing.
- Launch three consecutive Spring/Summer global product stories in 2013, increasing Crocs product portfolio and establishing the brand as an innovative product leader outside their core product line.
- Successfully grow Crocs Fall/Winter product category by developing a series of successful Creative launch packages for the FH13 season. Establishing Crocs as a true four-season brand.

**Wolverine World
Wide, Inc.**
2009-2012

► **Group Creative Director**

Manage and direct creative for 5+ brands within the Wolverine World Wide, Inc. umbrella. Collaborate and strategize with various heads of Marketing and Brand Presentation to formulate the best possible creative solution for their needs. Develop and implement multiple brand creative initiatives which work seamlessly through multi-channel communications (web, print, audio, visual). Manage a creative team consisting of over 20 designers, production artists, traffic and photography specialists.

Key Achievements:

- Established a cohesive/modern presentation package for the Merrell Concept store, thus developing the 1st high-end retail store experience for the WWW corporation which also won "Store Design of the Year", 2010.
- Launched the Retail Group brand identity, developing a global retail leader within the WWW umbrella which consists of over 12 brands, 93 retail stores and 32 websites in 9 countries throughout the world.
- Developed creative for Hush Puppies 1958 Marketing collateral/Ad Campaign, resulting in an 120% sell-through compared to forecast. This led to the implementation of two future marketing campaigns based on these original concepts.



Chaco, Inc.
ULU Boots
2006-2009

► **Art Director**

Successfully manage and coordinate all graphic design projects from concept through completion. Work closely with Directors and project leaders to create concise designs which complement their vision, stay within budget and remain inside deadline parameters. Direct outsourced design, strengthening the consistency in brand image and creative symmetry throughout print and online media.

Key Achievements:

- Designed a new online direct-sales initiative for both chacousa.com and uluboot.com resulting in an increase in site traffic by over 30% and a first year annual income of \$400k.
- Managed all creative for 2006-2009 Chaco Retail Promotions, doubling participating retailers and increasing projected income by 115%. Accolades for Chaco's 2008 BOGOT promotion include the receipt of Amazon.com's Voice Award for "best vendor promotion across all lines."
- Shaped brand identify through the creation of numerous print, web and display pieces, simplifying the brand feel and producing a cleaner, more focused message.

Education

Associate of Arts in Visual Communications / Illustration | 1998
Art Institute of Colorado in Denver, Colorado

Technology

Platforms

Mac OS 9/10+
Windows Vista/XP/Me/2000

Software

Adobe/Design (CS4, CS5, CC)

- InDesign
- Photoshop
- Illustrator
- Bridge
- Dreamweaver
- Flash
- Fireworks
- ImageReady
- Contribute
- PageMaker
- Freehand
- FrontPage
- QuarkXpress
- Media Pro

Office/Administration

- Word
- Excel
- Access
- Power Point
- Outlook
- Project
- Publisher
- Visio
- Great Plains
- Workamajig
- Notepad ++
- HTML



Experience

Marketing Strategy

- Consumer/Buyer Persona Development
- Competitor Analysis Creation
- Channel & Segmentation Identification
- Direct Marketing
- Behavioral Economics
- Product Lifecycle Mapping
- Brand Strategy Development
- Brand Loyalty Evaluation
- Brand Affinity Evaluation
- Omni-Channel Marketing Strategy

Creative Strategy

- Content Road-map Creation
- 360° Creative Development
- Trend Analysis
- Cross-Channel Creative Execution
- Brand Identity Development
- Style & Mood Board Creation
- Voice/Tone Development
- Visual Creative Hierarchy Studies
- Color and Design Guidelines
- Creative & Art Direction
- Photo & Video Direction

References

Upon Request