






### CONTACT

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### EXPERTISE

- Team Leadership
- People Management
- Creative & Art Direction
- Copywriting
- Retail Store Development
- Retail Marketing & Creative
- UX/UI Development
- Print Design
- Digital & Social Media Design
- Business & Segment Strategy
- Brand Management
- Brand Guidelines
- Logo & Identity Development
- Innovation & Idea Generation
- Cross-Functional Strategy
- Agile & Lean Workflow Process
- Stakeholder Collaboration
- Stakeholder Communication
- Fast-Paced Workflow Output
- Responsive Social Campaigns
- Marketing and Sales Strategies
- Advertising Campaigns
- Written and Visual Feedback
- Concept & Strategy Building

### PROFILE

Creative marketing and communications leader, well-educated in web-based advertising, brand development and strategic creative planning. Highly-motivated visionary with 21+ years of experience in developing highly successful and award-winning creative teams, programs, and advertising campaigns. High-achiever with character and integrity recognized for utilizing diverse marketing methods and tactics across all consumer touchpoints.

### EXPERIENCE

#### DIRECTOR OF CREATIVE

*NAKED WINES / DENVER, CO / MAY 2021 – PRESENT*

Spearheaded innovative brand and marketing solutions, increasing brand quality, customer acquisition, retention, and brand loyalty.

- Led the creation and launch of a \$5M targeted brand awareness campaign
- Doubled creative output in 2021 (up over 240% YOY)
- Increased creative team efficiency by 120% in 2021
- Established a collaborative creative process and a data-driven email development strategy
- Launched in-depth photography and video strategy, brand identity, brand campaign, and US brand guidelines restructure

#### GLOBAL BRAND DIRECTOR

*COMPASSION INTERNATIONAL / COLORADO SPRINGS, CO / OCTOBER 2019 – FEBRUARY 2021*

Piloted the development and socialization of a Global Brand Platform and Global Brand Identity update across 27 countries and 3000+ global employees.

- Directed Human Centered Design brand research at global scale
- Led internal creative teams and external agency partners to create a Global Brand Identity, Guidelines, and Global Messaging Platform
- Usher in a sea change of brand adoption across a Global Executive Team consisting of 40+ leaders in 17 countries
- Led market research across 1000+ internal and external team members, supporters, and donors

## SOFTWARE SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe LightRoom
- Figma
- Canva
- HTML & CSS
- WordPress
- Microsoft Office Suite
- Adobe Creative Suite
- Mac Os + Windows Platforms
- Google G-Suite

## PORTFOLIO

*Click the titles to view the projects*

### BRAND STRATEGY

Examples of brand and creative strategies I've developed, and in-house creative teams I've built to achieve them

### EMAIL MODULE DEVELOPMENT

Efficiencies gained through the creation of a standardized email design framework

### NEW PRODUCT LAUNCH

Wolverine's exclusive product release that led to the creation of a new product category - Ask me about the results.

## EDUCATION

ASSOCIATE OF APPLIED  
SCIENCE: DESIGN & VISUAL  
COMMUNICATIONS

Art Institute of Colorado  
Denver, CO, May 1998

## DIRECTOR OF MEDIA CONTENT + DIRECTOR OF CREATIVE

*COMPASSION INTERNATIONAL / COLORADO SPRINGS, CO / FEBRUARY 2017  
- OCTOBER 2019*

Directed and grew a 20+ person content and creation team, as well as a robust freelance pool and multi-agency partnership teams.

- Delivered a quantifiable creative strategy for US teams and projects
- Drove creative and storytelling vision for +1,600 campaigns per year
- Increased Gift Catalog revenue by 3X (from \$3M to \$9M in two years)
- Ignited team efficiency by 2X through a revised creative process.
- Elevated creative quality and output across multiple Marketing teams
- Produced multifaceted, customer-focused marketing campaigns centered in innovative creative strategies and proven Direct Response principles

## GLOBAL CREATIVE DIRECTOR

*SMARTWOOL / STEAMBOAT SPRINGS, CO / FEBRUARY 2015 - JANUARY 2017*

Supervised copy, design, and production staff delivering innovative content and driving consistency throughout a 12-month Go-To-Market calendar.

- Delivered a company-wide global brand identity update including new global logo builds, brand guidelines, messaging platform, and brand manifesto
- Revamped work strategies and processes achieving agency-level objectives
- Elevated Smartwool as an omni-channel brand through the creation of category and seasonal marketing strategies
- Orchestrated photo and video campaigns by choosing photographers, stylists, and cosmetic artists to work with athletes and outdoor professionals
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion

## GLOBAL CREATIVE DIRECTOR

*CROCS / BOULDER, CO / MAY 2012 - JULY 2014*

Grew a team of global creatives serving the needs of 4 core markets throughout the world.

- Fostered a leadership style of collaboration, individual and team growth, rapid prototyping, empowerment and ideation
- Delivering a pipeline of globally aligned creative initiatives, distributed through 18 regional partners and C-Level Executives
- Engineered 93% global alignment and creative consistency in all markets
- Increased Crocs product portfolio by 2X by launching 6 consecutive global product campaigns
- Established Crocs as a four-season brand; developing a series of seasonal creative launch packages

## AWARDS

### 2017 ADDY GOLD MEDALS

- Compassion International  
Direct Mail Campaign
- Compassion International Gift  
Catalog
- Compassion International  
Online Commercial
- Compassion International  
Editorial Feature
- Compassion International  
Publication Cover
- Compassion International  
"Delivered from Darkness" film

### 2016 ADDY GOLD MEDALS

- Compassion International  
Publication Cover
- Compassion International  
Magazine Design
- Compassion International  
Feature Series
- Compassion International  
Generation Hope Magazine

### 2010 STORE DESIGN OF THE YEAR

- Merrell Concept Store

## GROUP CREATIVE DIRECTOR

*WOLVERINE WORLDWIDE / ROCKFORD, MI / MARCH 2009 – APRIL 2012*

Led the creative direction and creative team leadership of 7 brands and the retail store division within the Wolverine World Wide umbrella.

- Launched the Retail Group brand identity, establishing a global retail leader within WWW; encompassing 12 brands, 93 retail stores, and 32 websites across 9 countries
- Achieved 120% sell-through for Hush Puppies 1958 collection; developing a creative strategy and identity for their ongoing advertising campaigns
- Won "Store Design of the Year", Merrell Concept Store; creating WWW's first high-end retail store experience; expanding the concept to 12 stores within the first year
- Fostered a highly communicative, collaborative team culture in partnership with executive leadership and brand managers

## ART DIRECTOR

*CHACO / PAONIA, CO / FEBRUARY 2001 – FEBRUARY 2009*

Responsible for the management and coordination of all graphic design projects from concept to execution.

- Contributed to creative processes through original ideas, inspiration, and through the development of brand guidelines and procedures
- Support the growth of a \$300-\$500K marketing budget
- Directed outsourced agencies and internal copy and design teams
- Oversaw hiring, training, and direction of creative personnel to achieve optimal results
- Led all trade show and advertising creative needs
- Led the development of the ULU Boots brand, developing all brand guidelines, launching new website, and digital and print experiences