



## BRAND DEVELOPMENT | CREATIVE DIRECTION

### SUMMARY

Bringing over 15 years of experience leading creative campaigns across digital and social platforms, with a focus on crafting narratives that truly connect with diverse audiences. Skilled in brand development, creative strategy, and orchestrating multi-format content that drives meaningful engagement and business growth. Adept at turning complex ideas into clear, impactful visual stories that align seamlessly with strategic marketing goals.

### AREAS OF EXPERTISE

#### STRATEGIC & CREATIVE

- Brand Development & Creative Strategy
- Campaign Architecture & Content Integration
- Interactive & Experiential Design
- Editorial Storytelling & Visual Narratives
- Client Collaboration & Presentation

#### TECHNICAL & TOOLS

- Adobe Creative Cloud (Ae, Ps, Ai, Id, Pr)
- Webflow, CSS/HTML Editing
- AI Tools: Firefly, ChatGPT, Kling
- Data-Driven Campaign Analysis
- Video & Motion Graphics

#### OPERATIONAL EXCELLENCE

- Adaptive Problem-Solving
- Fast-Paced, Deadline-Driven Execution
- Cross-Functional Team Collaboration
- Continuous Learning & Innovation
- Resourceful & Detail-Oriented

### EXPERIENCE

#### EXECUTIVE MANAGING CREATIVE DIRECTOR, GRAND NATIONAL AGENCY - MAR 2025 - PRESENT

- Led founding brand strategy, visual identity, and cinematic web experience design for Grand National Agency, shaping its "moving the culture forward...FAST" positioning, muscle-car-inspired wordmark system, and culture-first digital presence.
- Architected STAYME70's end-to-end brand ecosystem—from mindset-driven strategy and the TRIPLE THREAT OF EFFECTS™ framework to identity, packaging, education assets (Blue Book), and launch creative—ensuring a cohesive, couture-level cannabis brand across digital, retail, and social.
- Developed LOWD's award-winning brand and digital experience, including identity, packaging systems, and the immersive LOWD website, earning Clio Cannabis recognition and Awwwards Honors + Mobile Excellence while solidifying the brand as a grower led leader in the Pacific Northwest.

#### CREATIVE DIRECTOR, CREATE ADVERTISING GROUP - NOV 2017 - FEB 2025

- Led client-facing campaign strategy, pitching innovative concepts and maintaining ongoing collaboration to ensure alignment and success throughout project lifecycles.
- Managed seasonal content for Call of Duty: Mobile over a year-long period, driving player engagement through strategic creative direction and campaign ecosystem management.
- Delivered comprehensive creative services including campaign ideation, multi-format video production, and digital experience design, ensuring cohesive brand messaging across platforms.
- Facilitated cross-disciplinary teams and client communication to optimize creative output and meet evolving marketing objectives.

#### ASSOCIATE CREATIVE DIRECTOR + CREATIVE DIRECTOR, THE ANT FARM, - SEPT 2014 - NOV 2017

- Mastered the execution of full banner ad campaigns featuring a broad spectrum of standard HTML units, rich media, and page takeover formats, consistently delivering high-impact digital activations.
- Developed expertise in interpreting and managing complex campaign data, including deciphering extensive Excel sheets to inform creative planning and performance optimization.
- Directed a website ecosystem of mini games as a key element of the evergreen campaign for the Dreamworks Trolls franchise, which encompassed social and engagement content across all verticals, including theatrical and home entertainment releases, Netflix series, and consumer products.

#### SENIOR ART DIRECTOR, THE ANT FARM - FEB 2009 - SEPT 2014

- Designed websites and ad campaigns integrating Flash animation to create engaging, interactive digital experiences.
- Developed multimedia content that enhanced brand storytelling and user engagement.

#### INTERACTIVE/JR. ART DIRECTOR, TINY REBELLION - JUN 2007 - SEPT 2008

- Created storyboards, flash animations, and proposal graphics for brand clients including eHarmony, Hotwire, and TrueCar, supporting web presentations with polished video editing and effects.

### EDUCATION

Florida State University, Bachelors of Fine Arts, Graphic Design, April 2005 | GPA 3.35 / 4.0