

## Professional Summary

I am a driven, ahead-of-the-curve, and strategic thinker experienced in strategy and creative for brands with multiple touch-points. Strong communications and business qualifications in brand and creative strategy, digital marketing, art direction, print and broadcast advertising, production/project and team management, business and financial planning. Experienced in Web best practices, Information Architecture, user-centered design, user-experience research, social media and SEO/SEM. Delivers inspiration and expression to clients by creating products that are unique and fresh. Blends novel insights and solid executions to stimulate emotions, reinforce and extend market share, generate new revenue opportunities, deliver brand evangelists and strengthen brand equity.

### Core strengths include:

- Creative & Marketing Communications
- Brand Awareness, Experiential & Lifestyle Marketing
- Print & Online Media, Web Best Practices & Tactics
- Brand Development & Marketing Strategies
- Strong Conceptual Skills, and Strategic Thinker
- Account Management & Business Development
- Teambuilding & Mentoring

Bachelors of Science in Graphic Design | Florida A & M University | Tallahassee, FL

## Professional Experience

Sparks Grove | Atlanta, GA | August 2009 - September 2010

### Creative Director

#### Achievements:

- Communicate Sparks Grove creative and marketing philosophy, and capabilities to current and potential clients.
- Directs and manages the development and execution of creative strategies for large-scale, cross-channel projects.
- Support and improve work structure and efficiency.
- Mentor, manager, and motivator of creative teams.
- Manages budgets and timelines. Assigns project teams.
- Develops, designs and produces visual comps - supports teams in development and completion of project tasks.
- Works with creative and development teams in understanding and implementation of digital design sensibilities, social media, and emerging technologies.

The Rev | Atlanta, GA | January 1999 - July 2009

### President, Creative Director and Team Manager

#### Achievements:

- Created company operations, and a brand image known for solid strategies, strong brand communications, and innovative creative.
- Developed brand strategy of enthusiast and lifestyle marketing to target and secure motorsports, niche oriented and luxury lifestyle clients.
- Developed and extended brand strategy, brand identity, creative and positioning for brands with multiple touch-points.
- Managed and implemented large and small-scale interactive initiatives.
- Managed all aspects of HR, including authoring and implementing staff development and appraisal processes.
- Developed and launched an online course registration process - simplifying client's administrative staff duties and increasing registration consecutively over 5 years.
- Crafted a creative strategy and design direction increasing client's business 120% within 1 year.

**Towers Perrin** | Atlanta, GA | May 1997 - May 1998  
Graphic Design (Creative Media Group)

**Achievements:**

- Helped build client relationships through innovative, on-target creative solutions.
- Helped establish a creative presentation policy that effectively building a stronger relationship between creative team, account management, and clients.

**The Coca-Cola Company** | Atlanta, GA | October 1996 - May 1997  
Graphic Designer (Marketing Services, Graphic Systems)  
Design and art direction for package design and various corporate collateral.

**St. John & Partners** | Jacksonville, FL | May 1995 - August 1996  
Art Director

**Achievements:**

- Through collaboration, helped clients understand the importance of great creative, strong brand messaging, and the art of having fun.
- Led a movement that elevated the quality and creativity of photography used in client projects.
- Helped develop a creative strategy and brand image that assisted client from Chapter 6 to profitability within 12 months.

**Wolf Blumberg Krody** | Cincinnati, OH | October 1990 - April 1995  
Associate Art Director

**Achievements:**

- Developed a photographic style and interior design process that changed visualization of consumer-facing collateral.
- Established and managed a team of photographers, set and food stylists that met and exceeded client expectations while lowering photography costs.
- Managed a staff of production artist - contributing to the high standards of the agency.
- Established client trust through personal strength, brand strategy, and strong creative resulting in deeper creative value and effective project management.

**Affiliations**

American Marketing Association, Atlanta Chapter, Collegiate Committee

**Professional Skills**

Proficient in: Macintosh and Microsoft operating system, Adobe Creative Suite, Microsoft Office, Microsoft Project.  
Knowledgeable: Flash, JQuery, Flex, HTML & HTML5, Wordpress, Mobile (iPhone, iPad, Blackberry.)

**Portfolio** [722creative.com](http://722creative.com)

**References** Available upon request