

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, HR Management, business and financial planning. Experienced in Web best practices, Information Architecture, user-centered design, user-experience research, 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
- Strong Conceptual Skills and Strategic Thinker
- Brand Development & Marketing Strategies
- Account Management & Business Development
- Client Retention
- Teambuilding & Mentoring

Bachelors of Science in Graphic Design | Florida A & M University | Tallahassee, FL | August 1990

Professional Experience

The Rev | Atlanta, GA | January 1999 - Present

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.
- Develops and extends brand strategy, brand identity, creative and positioning for brands with multiple touch-points.
- Manages and implements large and small-scale interactive initiatives.
- Manages all aspects of HR, including authoring and implementing staff development and appraisal processes.
- Developed and formalized best practices within Creative, Project Management, and Technology departments that successfully delivers brand image.
- Created project development and management methodology - and leads project management.
- Successfully acquired new clients based on proposal format and development methodology.
- 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 CS3, Microsoft Office, Microsoft Project. Knowledgeable: Flash, JQuery, Flex, HTML, Wordpress.

Portfolio <http://www.722creative.com>

References Available upon request