

Creative professional with over 20 years of progressive experience in all facets of integrated marketing and communications. Proven reputation of consistent performance for clients ranging in national consumer companies, tourism and hospitality, to healthcare, non-profits, entertainment and small business. Develop innovative concepts derived from client or agency marketing plans and collaboration; lead visual creative development; formulate and deliver effective client presentations; execute creative; oversee and manage the execution of online and offline design. Areas of expertise include (but not limited to):

BRAND IDENTITY & STANDARDS
GRAPHIC DESIGN
WEB DESIGN & DEVELOPMENT
SOCIAL MEDIA CONTENT

EMAIL MARKETING
ONLINE ADVERTISING
MARKETING MATERIALS
POWERPOINT PRESENTATIONS

PHOTOGRAPHY
VIDEO PRODUCTION CONCEPTING
ESTIMATING & VENDOR RELATIONS
PROJECT MANAGEMENT

EXPERIENCE

Freelance Creative (dba BD Creative) FRANKLIN, TN

2014 – present

ALL ROLES

Currently building a robust portfolio of clients ranging from large corporate entities to small business start-ups. Given the many years of learning and experience gained with previous agencies, employers and clients, I have set out to provide a full range of services such as campaign concepting, brand development and integrated marketing tactics that includes online and offline executions. This change was made to become closer to my clients. To eradicate the many “layers” that had developed between the client and the creative process. I have built an outside network of copywriters, developers and production partners to help me execute, but more importantly, exceed my clients’ goals and expectations.

- **Initiate kick-off meetings and estimates for projects and/or campaigns**
- **Concept, design, account manage and execute all projects for my clients**
- **Direct and manage all projects that fall outside my creative/technological scope**
- **Consistently collaborate with clients to find new methods/initiatives for their message to be seen or heard**

Sullivan Branding (formerly White | Thompson) NASHVILLE, TN

2008 – 2014

ASSOCIATE CREATIVE DIRECTOR, SULLIVAN BRANDING, 2011 – 2014

VP, CREATIVE DIRECTOR, WHITE | THOMPSON, 2008 – 2011

Manage the process of creating high quality, creative marketing and advertising. Oversee design and development process meeting regularly with creative and account management team members ensuring project development is on target and within scope of client expectations. Design and present various stages of creative development to client(s), effectively responding to requests or inquiries. Work closely with external clients – pitching designs and understanding client needs and objectives. Ensure high level of quality over concepts and projects. Maintain consistently high executional excellence ensuring appropriate resources are assigned to projects, timelines are managed and strategic brand objectives are promoted. Strive to inspire others in their day-to-day roles.

- **Managed and collaborated with team of creative personnel** (*art directors, designers, copywriters and developers*)
- **Manage RFP response process for creative team; process has resulted in 10 clients over 6 years**
- **Through strategic relationships, brought 5 new clients to the table for agency**
- **Extensive knowledge and hands-on experience with integrating traditional, digital and social marketing efforts**
- **Consistently renewed client contracts: Singer Sewing Company (13 years), Nashville MTA (12 years), George Dickel (5 years)**

Industrial Strength Marketing NASHVILLE, TN

2006 – 2008

CREATIVE DIRECTOR

Concept and production of offline/online advertising and marketing campaigns, executed with measurable results. Designed and developed key components such as corporate branding, print ads and marketing collateral, direct mail, promotional material development and online presence. Worked with copywriter to deliver a consistent message and look across all forms of a company's marketing mix while adhering to targeted budgets. Estimated and coordinated production jobs with outside vendors on a daily basis.

- **Instrumental in developing and overseeing new marketing division that truly bridged the online and traditional marketing efforts for the clients**
- **Managed press approvals, art directed photo shoots and oversaw adherence to branding standards ensuring strategic goals and objectives were met**

White | Thompson NASHVILLE, TN

2002 – 2006

SENIOR ART DIRECTOR

Developed collateral materials for a diverse base of clients both regional and international. Worked with international client requiring tri-lingual packaging and design. Concept and production of TV, radio and multi-media presentations. Designed products including four color ads, corporate branding, marketing materials and new product launches.

- **Selected by senior leadership to serve as team leader in Quality Control Management. Reassessed current workflow throughout the agency and executed new tactics eliminating error and communication pitfalls**
- **Gained experience in formulating and producing key components for submission in RFPs**

DeMoss Designs DENVER, CO

1999 – 2002

PARTNER

Instrumental in the start-up of graphic design agency. Served as both Account Manager and Associate Creative Director. Interacted daily with clients in managing marketing plans from inception to execution. Scope of work included conducting SWOT analysis, execution of concepts and design, vendor coordination and new business development. Managed press checks and art directed photography shoots.

- **Explored new business channels through participation in Business Network Int'l, Chamber involvement and the American Institute of Graphic Arts (AIGA) resulting in successful lead generation.**
- **Concepted and designed e-mail blasts to generate inquiry and lead generation for DeMoss Designs.**

LK Media Group (A division of Henry Wurst, Inc.) DENVER, CO

1997 – 1999

GRAPHIC DESIGNER

Design specialist interacting daily with clients producing informative brochures, direct mail, packaging and logo design. Managed client meetings, developed business plans and discussed appropriate art direction. Used in-depth digital prepress skills to output film from file in a 4, 5 and 6 color environment.



Education

BACHELOR OF SCIENCE, MIDDLE TENNESSEE STATE UNIVERSITY
MASS COMMUNICATIONS, MINOR IN ENTERTAINMENT TECHNOLOGY