

CREATIVE DIRECTOR | MARKETING | DESIGNER

Skills

- Award-winning design work
- Effective project management with on time delivery
- Marketing & Communication
- Stage design
- Event design & planning
- Extensive experience as an Art Director and Creative Director
- Business systems
- Attention to detail
- Risk assessment
- Resource management
- Improving efficiency
- Strong presentation skills
- Considerable experience developing successful concepts
- Extensive knowledge of Adobe Creative Suite Software
- Nurturing and growing client relationships

Education

Art Institute of California
San Diego, CA

Awards

- Davey Award for Marketing Effectiveness, Kingfish Media
- Davey Award for Catalog Design, Kingfish Media
- Best in Show, Trade Show Exhibitions
- 2nd Place Chili Cook-off

Freelance

Creative Director, Marketing & Design

Zappos.com

Senior Designer

- Played a major role in complete website rebuild.
- Orchestrated and designed Direct and Online marketing campaigns - notably airport bins, major magazines and rewards programs to name a few.
- Work closely with Public Relations on community enriching programs.
- Conceptualize, design, produce major events; large scale conferences, company roundups and massive, in-depth vendor appreciation parties.
- Formulate and maintain customer contact ideas with far reaching designs, including weekly email newsletters.
- Pioneered, produced and designed quarterly magazines and direct mailings.
- Large scale graphic design projects such as bus and vehicle wraps, murals, building wraps and much more from conception to completion.

Las Vegas Food & Beverage Magazine

Art Director & Layout Editor

- Work closely with Executive Editors and Publishers to ensure agreeable and consistent intercommunication.
- Manage production while adhering to strict deadlines, run sheets, contract agreements and space limitations.
- Lead a team of artists and writers with open communication, encouragement and challenging ideas for growth and skill development.
- Prioritize projects clearly and precisely to maintain energy in a fast paced environment.

2022

2019

2015

2014

2008

2007

2005

2002

Las Vegas Roundup

Creative Director
Marketing & Communications

- Implemented well received organizational structure where there were none.
- Create new theme and design each year including website, logo, promotional materials, event design, memorabilia and stage design.
- Copy writing new concepts for all marketing channels.
- Work with paralleling committees to produce a fun and successful four day event with 1,600 plus attendees.

Unicahome.com

Creative & Website Director

- Identify system deficiencies and implement solutions.
- Translate marketing objectives into creative strategies and campaigns.
- Lead team into anticipating client needs.
- Improve Creative Department by cultivating an atmosphere of creative thinking and open communication.

Wells Fargo Home Mortgage

Emerging Markets

- Regional creative for branch openings, trade shows, community events and high profile meetings regarding the development of minority and low to moderate income neighborhoods.
- Perform budget coordination, area and branch reviews, emerging income funding tracking.
- Build lasting relationships with various community development programs and grow emerging market awareness.