

Professional Profile:

- 10+ years as department leader with 15+ years in brand experience, campaign development, retail strategy, brand/product launches, retail in-store brand presence, photography art direction (studio and location), promotional marketing, new business concepts, digital design (paid & organic), & experiential marketing.
- Thoughtful leader with a talent for assembling cohesive multidisciplinary teams (agencies, freelancers, writers, photographers, producers, etc.) that apply their diverse skills and perspectives to achieve common goals and cultivate meaningful relationships on behalf of the brand.
- Present campaign approaches to multiple stakeholders/C-suite and manage stakeholders input to ensure holistic storytelling is upheld on end-to-end creative across all channels.
- Develop and distribute weekly campaign playbooks, social content and assets, brand style guidelines providing cross-functional guidance and not afraid to get in the trenches to do the production work necessary to bring a product or paid campaign to market.
- Manage and direct teams (design teams and photo studio) in fast-paced, high-volume workflows, work within evolving deadlines, maintain allotted budgets and monitor all creative work for all channels to ensure that it aligns to the brand strategy.

Experience:

MiaDonna, Portland, OR

Apr 2022 - present

Creative Director

- Develops and creates effective online campaigns, digital marketing, and social media strategies that drive traffic, increase conversion, and expand online and in-store sales.
- Maintain and approve all creative deliverables for content calendar.
- Create and oversee brand guidebook to ensure brand consistency through all marketing channels (voice and visual).
- Build and lead a cross-functional team of graphic designers, copywriters, social media coordinators, photographers/videographers, and project managers in the strategic development of messages and deliverables.
- Collaborates with marketing and sales departments to develop marketing plans, analyze results, and identify new opportunities.
- Prioritize work and resources across engagements based on short- and long-term needs, and establish production schedules in collaboration with designers, copywriters, and production departments.
- Conduct brainstorming sessions with the marketing team and focus groups and maintain strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner.
- Review and approve all brand marketing/advertising to ensure that deliverables effectively address marketing goals and challenges.
- Direct all video and photo shoots (location, social and BTS), oversee production of shoots, manage photo shoot talent.
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences to increase traffic with a goal of e-commerce and in-store conversions.
- Meet budget standards by forecasting and managing expenses.
- Manage and deliver assets to agency partners.
- Analyze brand tracking, market trends, consumer need, and the competitive landscape.
- Attended JCK 2022, North America's largest jewelry annual trade event.

Runyon Saltzman, Inc, Sacramento,CA

Mar 2022 - Apr 2022

Creative Director, Contract (remote)

Agency contract Creative Director working on campaigns, pitches, presentations for B2C.

- Campaign concepting, working closely with senior copywriter, ideating multiple client campaign pitches.
- Content Creator: Print, OOH, social, radio, TV for the state of California.

Columbia Sportswear, Portland, OR

Sept 2021 - Mar 2022

Art Director, Contract

Art Directed high-volume e-commerce model photography on multiple bays (ecomm & video), adhering to style guides.

Hi Hat Marketing, Portland, OR

Jan 2021 - present

Director of Creative Services, Contract (project based)

- Build and promote the Hi Hat brand while building a stellar team of creative experts.
- Evaluate creative strategy and execution of all new work.
- Deliver fresh thinking and innovative creative solutions through relevant, motivating campaigns across platforms.

Education:

Continuing Education,
International School of
Photography, NYC

Cum Laude,
BFA in Graphic Design,
Savannah College of Art
and Design, GA

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- Supervise production and creative of photo and video shoots.
- Grow existing brands and participate in new business to generate additional revenue.
- Created strong client relationships through participation in market research, presenting creative concept development, and strategic direction.
- Ensure creative employees are billable and fully utilized to increase productivity and efficiency.
- Research new talent and resources including designers, production support, photography teams and other outside creatives.
- Oversee the creative team from inception to final product and ensure quality of content and style to meet clients marketing strategies.
- Responsible for establishing and maintaining the reputation of the company as a creative leader.

pureRED, Portland, OR

Feb 2019 - Sept 2020

Associate Creative Director / Senior Art Director

- Developed campaign concepts and creative strategies that fulfilled objectives of category, concept, and go-to-market briefs.
- Collaborated on creative strategy, concept development and execution of brand campaigns, new brand launches, social media channels, digital channels and retail channels.
- Made creative decisions that reinforced and elevated the creative direction and managed the day to day creative operations of internal and external teams nationwide.
- Presented advertising campaign solutions to clients and outside agencies. Cultivated partnerships across the executive, merchandising, design, and marketing teams to inspire and influence fashion direction and gain alignment.
- Art directed for home, fashion, editorial, social and still-life advertising photography, ensuring content is on-brand, diverse, on-trend, and within agreed budgets.
- Launched national private label brand for men's, women's and kids' apparel.
- Lead weekly pre-pros with teams up to 20+ people. (Multiple bays daily of retail photography in 48,000 sq. ft. studio & on location 30+ times a year).
- Fostered teams continually improve workflow, restructured the big branding picture and streamlined processes while maintaining an uplifting work environment.
- Maintained relationships with producers, photographers, designers, and modeling agencies for editorial creative, working strategically with brand guidelines and stakeholders.
- Encouraged excellence in deliverables, inspired teams in multiple cross-country locations, and provided guidance for branded content, editorial, advertising for omnichannel strategy.

Kroger, Inc., Portland, OR

Aug 2008- Feb 2019

Associate Creative Director (General Merchandise)

Apr 2015 - Feb 2019

- Scheduled and maximized weekly workload for an advertising team of 22+ designers, ensuring all deadlines and deliverables were met. Hiring manager for interns and freelancer pool.
- Directed, trained, coached, and developed Art Directors and Designers; Provided yearly reviews for 5 direct reports.
- Worked closely with Group VPs, Copy Chief and Art Directors in cross-merchandise departments.
- Lead on Cultural Council for team building uplift events for a department of 133+ associates.

Senior Art Director (Corporate Brands)

Apr 2011 - Apr 2015

- Crafted and oversaw 32+ nationwide seasonal campaigns per year that include retail in-store POS graphics with playbooks for 133+ stores, for a seamless customer experience. Campaigns also include: social (canvas ads & IG), brochures, weekly circular, PR materials, direct mail, email blasts, Youtube videos and Broadcast collaboration.
- Upheld core values, brand cohesiveness and campaign strategy while adhering to aggressive deadlines.
- Directed all phases of creative advertising from concept through production with clear communication, translating merchandising and marketing strategies to successful ROI.

Art Director (Apparel & General Merchandise)

Apr 2009 - Aug 2011

- Created mood boards, held seasonal kick-off meetings and provided feedback to photographers, stylists and color department.
- Directed multi-bay studio and on-location photography, photo research, model go-sees and oversaw shoot production.
- Maintained photography guidelines for private label brands, plus top national brands (Nike, adidas, Under Armour, Vans, Carhartt, Columbia Sportswear, Converse, DC, Dockers, Levi's, Quiksilver, Roxy, Skechers, and more).
- Edited film at a fast pace and created story ideas that spoke to the brand while being budget conscious.
- Reviewed invoices and negotiated costs for a multi-million photography budget.

Art Director (Kroger Food)

Aug 2008 - Apr 2009

- Created visual POS standards and guidelines for 33+ events a year. Completed store tours, communicated with store associates for execution feedback.
- Key player in launch of Leed-Certified Grocery store for Kroger Co. Solely responsibility for the signage packages in-store, and including: art direction of photography, all in-store marketing televisions, outdoor banners and all promotional pieces.
- Worked closely and around-the-clock with the merchant VP's, in-store planners, group VP's and vendors.

**SIFMA, NYC & Portland, OR
Pail Design, Portland, OR**

Aug 2007- Aug 2008

Freelance Art Director

Art Director responsible for concept development, visual execution and implementation of catalogs, magazines, and brochures. Managed total production process, including: budget & vendors, chose paper stock, varnishes and responsible for press checks.

Sadlier Publishing, Inc, NYC

Oct 2004 - Aug 2007

Art Director / Sales, Promotion & Marketing

Proven brand awareness, lead generation and ROI in conference presentations. Art directed photography in catalogs, promotional marketing/direct mail and campaigns for family-owned & operated educational publishing house. Worked closely with national sales teams. Gained extensive skills in youth marketing and trendspotting. Managed off-site marketing focus groups. Awarded three years in a row with the best print campaign for the Print Excellence Awards in Atlanta, Ga.

Mazydesign, NYC

Dec 2000 - Oct 2004

Art Director / Photographer / PR Event Manager / Studio Manager

Design: Established a steady, repeating client-base in New York City in print and online.

Clients included: TBWA\Chiat\Day, Ogilvy PR, Details Magazine, The Knot Magazine, Ladies' Home Journal, Martha Stewart Living, Merkle Newman Harty, Random House/Double Day, Harper Collins, Christopher Reeve Foundation, On The Go Marketing, Norman Jean Roy Photography and The New York Junior League. Conceptualized new business ideas, comps and decks that resulted in numerous wins such as: Wal-Mart, Wrangler, K-Mart, Goya, Miller, Purina and Lysol.

Photography: Fashion photography, photo research/editing and shoot/set production experience in the U.S. and abroad. Managed high-end photo shoots for celebrity features for Vogue, Italian Vogue, Vanity Fair, GQ and Premier Magazine, as well as commercial/ad shoots for Burberry, ABC, Target and more.

Marketing: Managed high-energy PR programs and extreme gorilla marketing stunts. Developed fresh creative solutions that strengthened market and brand distinction. Created concepts for branding events, designed wrapped vehicles and hired staff, celebrity talent coordinator and spokespeople, as well as managing documentation via photographer and videographer. Clients include: NBC, WE, Trio Network, Cartoon Network, Soapnet, WNBA, MTV VMA-Awards, Ben & Jerry's truemajority.com campaign, Hershey's, World Wrestling Entertainment, WB, Nintendo, 7-Up, Calvin Klein, Powerade, Coca-Cola, Saturn, Nivea, Very- Fine-Fruit2o, Dunkin Donuts, Jack Daniels and more.

Commerce One (Appnet/NMP), Arlington, VA

Feb 1997- Dec 2000

Assistant Art Director / B2B UI/UX

Led strategy, creative and pitched wins of web projects for: National Geographic, The Wiz, The Wilderness Society, Armour Fresh Pork, Williamsburg Tourism Association, Maverick Exchange, Heifer, Primeoutlets and more. Motivated teams in brainstorming sessions that led to multiple new business wins; led weekly design team meetings focused on new technology, critiques, and company process. Key player in developing company culture and perks; part of design team for a re-design of new 500-employee office space.

Prior experience & references available upon request.