

## CAREER STRENGTHS

- :: Award-winning work - Won more than 15 awards at most recent position.
- :: Strong written and verbal communication skills - Communicated with V.P.'s and saved companies thousands of dollars negotiating with vendors.
- :: Small group collaboration and leadership - Managed web teams and coordinated with production and vendors to produce complex trade show graphics.
- :: Developed presentation skills - Developed skills to manage in-house & present to clients
- :: Solid organizational skills - Managed multiple projects and set production standards to cut down turnaround.
- :: Expert knowledge and ability to work with the latest hardware and software - Saved companies thousands of dollars in farmed out media, by keeping work in-house
- :: Stickler with deadlines - Maintained cohesiveness across brands, eliminating wasted man hours from multiple design directions not reaching desired consistency
- :: Vast experience with proof and press-approvals
- :: Art direction of photo shoots - Worked with photographers and talent to minimize studio time while capturing clients vision
- :: Expert level photographic retouch

## PROFESSIONAL EXPERIENCE

BtB Marketing Communications :: Raleigh, NC | 01/05 - 06/09

### Senior Art Director

- :: Concept direction for award-winning ad campaign, annual reports and trade show booth for large accounts; Complete designs of trade show booths from floor plans to complete designs; Selection of photographers and negotiations saving several thousand over the 4+ years employed. Art Direction of photo shoots for key accounts; Creation of web designs, web banner advertising, logo and corporate identities, additional promotion (t-shirt, magazine inserts, buttons, POS – in-store posters, brochures and fractional ads)
- :: Interaction with clients, including presentations, photo shoots & dinner meetings - both locally and abroad
- :: Management of web teams (internet projects) and brand teams to develop and maintain consistency of collateral, and minimize redundancy in rebranding program for client RBRC
- :: Spear-headed awards submissions, winning company more than two-dozen awards, creating mass internal PR opportunities

GlaxoSmithKline :: Zebulon, NC | 02/03 - 01/05

### Graphic Designer

- :: Development of new and existing packaging related materials for GSK products (i.e. product inserts, carton design, label and tray designs, etc.); Creation of new (color-correct) vaccine packaging system
- :: Creation of brand identity for product launches and layout structures for marketing (group studies); Creation and development of new brand and package design looks for Avandaryl, Com-V-Pak, Entereg, Boostrix, Requip RLS, Arranon, Avodart, and Brand Rx

Freelance Work :: Cary and Raleigh, NC | 05/02 - 02/03

#### Creative

:: Art direction, development and implementation of marketing materials, vendor management, direction and concepts for key accounts (Projects include: packaging, logo identity, advertising, web design, promotional items and other collateral); Created ads campaign for Goodwill Community Foundation and developed new brand identity for LowCountry Foods, Carolina Gold Rice

Artistic Enterprises :: Cary, NC | 03/01 - 05/02

#### Art Director

:: Creation and development of company documentation, created and developed a multi-platform tracking system and company-wide documentation (including vendor forms and legal language), saving company hundreds in cross-platform software and program development

:: Creative direction, development and implementation of marketing materials, led small team of designers and managed monthly magazine

:: Vendor management, direction and concepts for all accounts, worked directly with vendors, set color standards and managed press-approvals

30Sixty Design :: Hollywood, CA | 02/00 - 03/01

#### Senior Graphic Designer

:: Design and production of packaging, advertising, monthly sell-sheets, magazine wraps, etc.; Developed standard operating procedure for 'STARS' layout format; Developed annual line-looks for both Paramount and The National Academy of Recording Arts and Sciences

:: Creative direction, development and implementation of marketing materials, led small teams of designers and production artists on large projects

:: Working directly with clients and vendors, worked directly with President's and V.P.'s to ensure project completion. Operated closely with vendors to develop standards and brokered photography, saving 30Sixty thousands of dollars

AAL Group :: Woodland Hills, CA | 06/99 - 02/00

#### Senior Graphic Designer

:: Developed creative strategies, directions and concepts for key accounts. Creating quality creative materials, which reflect clients overall marketing strategy and desired market position. Created all marketing materials for new accounts including new identity for advertising agency

Free Associates :: Santa Monica, CA | 10/98 - 06/99

#### Freelance Position

:: Complete concept through development of projects for key accounts, infusing implementation of design, time lines, budget and project parameters for high technology clientele; Created new identity systems (including folder, brochure, poster and invitation) for Aqcess Qbe and El Paseo that later went on to win two awards

Sony Development :: Burbank, CA | 04/98 - 10/98

#### Contract Position

:: Intensive development of entire branding and marketing sales promotion material for introduction of new theme-based retail complex, created new identity system including complex brochure and poster, packaging, retail signage and custom font development

### EDUCATION

:: University of North Texas | Bachelor of Fine Arts (BFA) in Communication Design

:: Wake Tech Community College | Certificate of Completion :: Macromedia Flash MX

:: Wake Tech Community College | Certificate of Completion :: Macromedia Dreamweaver

### HARDWARE/SOFTWARE

Comprehensive knowledge of Macintosh and PC platforms, networking and trouble-shooting, as well as knowledge of programs: Adobe Creative Suite :: Quark :: Microsoft Word :: Excel :: PowerPoint :: Flash :: Dreamweaver

## AWARDS

- :: 1998 Award for Excellence :: Texas Graphic Excellence Awards :: Seagrams Seabourn Legend Letterhead
- :: 2001 Award of Distinction :: NAHB "The Nationals" :: El Paseo Marketing Identity
- :: 2001 Silver Award :: NAHB "The Nationals" :: Best Logo Design - El Paseo
- :: 2005 Gold Achievement Award :: NEDA (National Electronics Distributor Association) :: FCI Super Fast Connectors Ad
- :: 2006 Gold Achievement Award :: NEDA (National Electronics Distributor Association) :: FCI Extensive Products Ad
- :: 2006 Ad of the Month :: Popular Science :: RBRC's Call2Recycle Snake Ad
- :: 2006 American Graphic Design Award :: GDUSA :: RBRC's Call2Recycle Ad Campaign
- :: 2006 MEA Award :: Summit Marketing Effectiveness Award :: RBRC's Call2Recycle Ad Campaign
- :: 2006 Platinum Award :: MarCom Creative Award :: RBRC's Call2Recycle Ad Campaign
- :: 2006 Gold Award :: MarCom Creative Awards :: RBRC's 2005 Annual Report
- :: 2006 Zephyr Award :: Zephyr Awards :: RBRC's 2005 Annual Report
- :: 2006 Gold Award :: SIAA Awards :: RBRC's Call2Recycle Ad Campaign
- :: 2007 Silver Award :: SUMMIT Creative Awards :: RBRC's Trade Show Booth
- :: The Best of American Advertising :: US Ad Review :: Unsolicited selection of Porcupine Ad from RBRC's Call2Recycle Ad Campaign
- :: 2007 Award of Distinction :: Communicator Award :: RBRC's 2005 Annual Report
- :: 2007 Platinum Award :: Hermes Creative Awards :: RBRC's Call2Recycle Ad Campaign
- :: 2007 Silver Award :: Millennium Awards :: RBRC's Call2Recycle Ad Campaign
- :: 2007 Silver Award :: Millennium Awards :: RBRC's Trade Show Booth
- :: 2007 Silver Award :: Davey Awards :: RBRC's Trade Show Booth
- :: 2007 Silver Award :: Davey Awards :: RBRC's 2006 Annual Report
- :: 2008 Silver Award :: SIAA Awards :: RBRC's 2007 Annual Report
- :: 2008 Silver Award :: SIAA Awards :: RBRC's Website Design
- :: 2009 Silver Award :: Communicator Award :: Advanced Energy Trade Show Banners
- :: 2009 Silver Award :: Communicator Award :: RBRC's 2007 Annual Report
- :: 2009 Silver Award :: Communicator Award :: Call2Recycle Tools Ad
- :: 2009 Silver Award :: Communicator Award :: RBRC's Website Design

## OTHER AREAS OF INTEREST

Member of Capital City Toastmasters

Member of the Association of Marketing & Communication Professionals

## REFERENCES

Available Upon Request