

## CREATIVE STRATEGY / DIGITAL STRATEGY & PROCESS DEVELOPMENT / DESIGN & BRANDING / WEB & PRINT

Award winning creative building on more than 10 years working successfully with top-level branding and design strategies which dynamically affect business positioning, sales strategies and business process management. Innovative and practical thinker able to maintain budgets, human assets, and day-to-deliverables which support sales, marketing and branding. Key insights into the development of web based and interactive solutions that drive people, process and technology as well as traditional print and branding objectives.

### KEY AREAS OF EXPERTISE

- » Creative Direction
- » Web Design & Development
- » Identity Design & Development
- » Interactive Design & Development
- » Marketing & Sales Strategy
- » Technology Project Management
- » Human Capital Management
- » Business & Sales Support

### SOFTWARE SKILLS

Adobe Creative Cloud, InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Edge Animate, Microsoft Office Programs, Marketo, Eloqua, PulsePoint, Constant Contact, JIRA Project Tracker, Salesforce.com, Basecamp Job Tracker, Jive Social Business Platform, » SnapApp

### WORK HISTORY

#### Creative Consultant / Sr. Interactive Designer / The Pedowitz Group, Milton, GA

January 2014 to Present

- » Design advertising and marketing content, presentations, interactive media, and infographics
- » Train inhouse designers on responsive design principles and designing for marketing automation platforms
- » Consult with clients on creative strategy and content marketing
- » Create and produce landing pages, emails and microsites for clients such as Cisco, American Express, and Zoetis Animal Health
- » Create and maintain creative workflows and processes

#### Creative Director / Senior Interactive Designer / Workshirt Creative, Atlanta, GA

May 2013 to January 2014

Notable Contracts: Envision Medical Communications, The Morrison Agency, and AutoTrader.com

- » Designed logos, advertising and marketing collateral, and infographics
- » Created websites, interactive banners, landing pages, web advertising, and interactive experiences
- » Designed and coded HTML emails
- » Created and planned mobile apps, digital media, and interactive PDF design and development

#### Creative Services Manager / Senior Designer / Online Resources Corporation, Duluth, GA

August 2012 to May 2013

- » Designed for product collateral, websites, marketing campaigns, presentations, email, and webinars
- » Developed and implemented processes and workflows to fulfill creative requests and manage multiple projects
- » Managed all print, interactive, and design resource vendors
- » Directed internal staff and external resources for the execution of marketing material, event graphics, and interactive material
- » Co-created a profitable subscription based eLibrary of consumer focused marketing and advertising

#### Creative Manager / Senior Graphic Designer / NetSpend Corporation, Atlanta, GA

June 2009 to August 2012

- » Created designs for emails, presentations, web, video, and interactive media as defined by business needs
- » Managed the implementation of the new brand
- » Established and maintained the creative workflow
- » Directed and managed design team and vendors
- » Developed collateral, sales material, and interactive elements
- » Led creative efforts in a successful new product launch
- » Instrumental in launching multiple websites and updating the UI of internal web applications
- » Led new marketing and interactive initiatives

### EDUCATION

Trident Technical College, North Charleston, SC

- » Associates Degree in Commercial Graphics with certificates in Computer Graphics, Photography, and Printing
- » Graduated Cum Laude, May 2001

### ORGANIZATIONS & ACHIEVEMENTS

- » Atlanta InDesign User Group – Chapter Leader April 2006 to Present
- » PAC Advisory Board for the Art Institute of Atlanta 2011 to Present
- » Art Direction Student Review Panel for the Art Institute of Atlanta 2010 to Present
- » Awards: Print and Interactive ADDYs, PIAG Excellence in Printing, and GNF Photography Competition

### ADDITIONAL SKILLS

- » Digital photography and hi-res photo retouching
- » HTML email design and coding
- » Digital publishing, mobile apps, and interactive PDFs
- » UI Design, responsive web design and wire framing
- » Enterprise email marketing software and marketing automation
- » HTML5, CSS3, and JavaScript

References and portfolio available upon request