

SPECIALTIES:

Creative strategy
Art direction and design
Problem solving through thoughtful design solutions
Process development and implementation
Team development and management
Marketing collateral and identity systems
User experience and information design
Brand strategy and implementation
Social media planning and execution
Agency and vendor management
Photography management and shoot direction

SKILLS:

Adobe Creative Suite
Copywriting and editing
UEX
WordPress customization
Web design
Digital marketing
Packaging
Direct mail
Print management
Logo & identity systems
Event design
Traffic management
Microsoft Office

A hands-on creative leader with high-profile, client-facing experience and broad multi-channel marketing knowledge across all media – from print to digital and mobile, video production and direct mail to environmental graphics – for internationally recognized companies, brands and events. Deep, holistic understanding of every aspect of the creative process, including creative studio direction, team management, copywriting, brand identity, art and photo direction, evaluating creative and securing top-level talent, plus a focus on improving cost-efficiency and maximizing revenue potential.

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WASHINGTON NATIONALS • APRIL 2015–PRESENT

Senior Creative Director, January 2020–Present

Creative Director, April 2015–January 2020

Organization's creative engine and brand steward, delivering consistent creative solutions across all assets. Hands-on designer. Manage the design and creation of video, photos, and promotional materials for all departments, including ticket sales, advertising, social media, corporate sales, community outreach, venue services, baseball operations and ownership.

Develop and manage internal and external relationships that keep concurrent projects running smoothly across all channels. Develop and implement the brand direction for each season, driving revenue generation by effectively and creatively communicating the team's business objectives and brand messaging in digital, print and video. Plan and execute data-driven tactical marketing and advertising campaigns through direct collaboration with business analytics and digital marketing teams.

Lead and develop a multidisciplinary in-house team of graphic designers, photographers, writers, and freelance staff, all dedicated to creative excellence and innovation, customer engagement, brand stewardship and revenue generation. Regularly analyze and streamline workflow by implementing processes to maximize efficiency of time and resource management.

TRAVEL LEADERS GROUP • APRIL 2003–APRIL 2015

Creative Director, April 2011–April 2015

Senior Manager, Creative Services, April 2009–April 2011

Manager, Creative Services, January 2006–April 2009

Senior Designer, Creative Services, April 2003–January 2006

Innovative, holistic, customer focused, in-house studio director and lead creative for nine distinct company travel brands. Conceptualization of creative strategy across various verticals as well as project management and execution. Supervise, direct and coordinate the print, online and multimedia work of the creative team. Manage a 13 person creative staff both locally in Alexandria and remotely across the country. Presentations of campaigns to top company executives. Responsible for developing and maintaining marketing brand integrity for multiple multi-million dollar iconic travel brands. Traffic management, print negotiation and buying.

HOBBIES:

Photography
Travel
Painting
Baseball
Sephora
Anything crafty

FAVORITES:

Road trips
Black cherry anything
View from the Eiffel Tower
Meteor showers
Crayons
Snowflakes
Room service
PMS 430
Adirondack chairs
Guinness in Ireland
Lilacs
Penguins
Snail mail
Pineapple from Maui
European Christmas Markets

SENIOR DESIGNER, HR COMMUNICATIONS • APRIL 2002-APRIL 2003

Agency Senior Designer for clients such as DC Lottery, The Forest Service, NASA.

Variety of print marketing materials
Pitch work for new business
Logo and identity development
Web design

SENIOR DESIGNER, EMOTION, INC. • DECEMBER 1999-DECEMBER 2001

In-House Senior Designer for leading Digital Asset Management company

Multimedia presentations (Flash and Director)
Variety of print marketing materials
B2B marketing
Event design
Web design

GRAPHIC DESIGNER, KOCH, INT. • DECEMBER 1997-DECEMBER 1999

Record Label Designer focused on album packaging for classical, jazz and rock titles

POS materials
Publication design
Compilation pitches
Print marketing materials

EDUCATION

Alfred University
Major: Psychology; Minor: Fine Arts
Alfred University Presidential Scholar

HONORS & AWARDS

2020 Contributing Emmy: Outstanding Sports Special "IMPROBABLE"

Travel Industry Awards:

2015 Magellan Award Winner - Marketing/Direct Mail Gold Awards
2015 Magellan Award Winner - Advertising/Marketing Campaign Silver Award
2014 Magellan Award Winner - Marketing/Direct Mail Gold Award
2014 Magellan Award Winner - Marketing/Direct Mail Gold Award
2014 Magellan Award Winner - Advertising/Marketing Campaign Silver Award
2013 Magellan Award Winner - Marketing/Direct Mail Gold Award
2013 Magellan Award Winner - Advertising/Marketing Campaign Silver Award
2012 Magellan Award Winner - Marketing/Direct Mail Gold Awards
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2010 Magellan Award Winner - Advertising/Marketing Campaign Silver Award
2009 Magellan Award Winner - Advertising/Marketing Campaign Gold Award
Vacation.com Employee of the Quarter - Q2, 2009

Online portfolio available at: work.designsiren.com
Specific samples available upon request.