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Accomplished Creative Director with multiple years of experience in spearheading innovative branding strategies and creative solutions across integrated, global campaigns.

Expert in driving brand transformation and digital innovation, adept at fostering cross-functional team integration and nurturing talent to cultivate environments of excellence. Proven track record in executing complex, award-winning digital experiences and sustainable marketing initiatives. Skilled in elevating brand presence in competitive markets through strategic development and multichannel brand engagement.

**Senior Creative Director, Global Brand
Fiserv, Atlanta GA**

01/2022 – 02/2024

Directed and designed multi-channel creative initiatives, bolstering Fiserv's brand profile in competitive markets. Conceptualized and designed Fiserv's careers portal, collaborating closely with digital strategy teams.

- Implemented strategic process reforms, improving workflow efficiency and project timelines by 20%
- Cultivated robust communication channels with offshore partners, ensuring project alignment and success
- **Strategic Development:** Formulated and realized forward-thinking branding strategies
- **Talent Cultivation:** Cultivated creative talent, promoting an environment of innovation and excellence
- **Team Integration:** Improved interdepartmental communication, ensuring cohesive branding and marketing initiatives

**Creative Director
AppVault, Atlanta GA**

10/2015 – 12/2021

Innovated personalized, multichannel branding campaigns targeting potential job applicants. Collaborated with product teams in crafting user experience (UX) and design solutions for the Harvest job search platform. Led and coordinated multi-disciplinary teams across the project life cycle.

- **Rebranding and Brand Consistency:** Spearheaded the company rebranding initiative, refining brand positioning and logo, while implementing a new visual identity system to enhance brand consistency across all marketing and internal communications

Areas of Expertise

- Creative Direction
- Design
- Art Direction
- User Experience Design
- Branding
- Visual Identity
- Design Systems
- Social Media
- Adobe Creative Suite
- Figma
- Strategic Development
- Sustainable Marketing
- Campaign Execution
- Digital Innovation
- Revenue Growth
- Business Acumen
- Talent Development
- Digital Advertising
- Brand Transformation
- Multichannel Marketing

- **Multichannel Strategy:** Increased applicant numbers by 15%-20% through targeted, multi-channel brand experiences
- **Campaign Leadership:** Directed creative vision for multiple diverse campaigns that increased candidate leads and conversions for clients by 25%
- **Integrated Campaigns:** Developed an integrated driver recruitment campaign for Walmart, featuring digital billboards, social media, referral program and XM radio resulting in increased driver applications and hires

Creative Director

Mother Nature Network, Atlanta GA

12/2014 – 09/2015

Championed visionary creative and user experience designs for Mother Nature Network’s suite of websites. Led diverse project teams from conceptualization to fruition, improving performance and creative alignment.

- Innovated revenue-centric sponsored content initiatives for MNN.com, enhancing brand monetization
- Facilitated business growth efforts, including crafting persuasive pitches and strategic presentations that generated \$400K per client acquisition
- Overhauled internal procedures, advancing both creative output and operational productivity
- **Sustainable Marketing:** Masterminded eco-conscious multimedia campaigns for top-tier Fortune 500 enterprises
- **Content Strategy:** Triggered a marked upsurge in fiscal returns and ecological awareness via pioneering content strategy and digital storytelling

Group Creative Director

IQ, Atlanta GA

01/2012 – 01/2014

Established creative direction and crafted campaign concepts aligning with brand strategies and business goals. Engaged in project discovery phases and played a pivotal role in project estimations. Led multi-disciplinary teams across full project life cycles, ensuring cohesive execution and delivery. Actively participated in new business pitches, contributing to strategic client acquisition efforts.

- **Digital Innovation:** Pioneered digital experiences that garnered multiple awards and accolades
- **Client Acquisition:** Key contributor in acquiring three agency of record contracts in one year, generating multimillion-dollar revenue and facilitating team expansion
- Enhanced departmental processes and workflows, driving efficiency and productivity improvements

Additional Experience

Creative Director
LBI, Atlanta GA

Art Director
Adrenaline, Sandy Springs, GA

Senior Designer
Austin Kelley Advertising,
Atlanta, GA

Education

Bachelor of Fine Arts (BFA),
Graphic Design
Auburn University
Auburn, AL