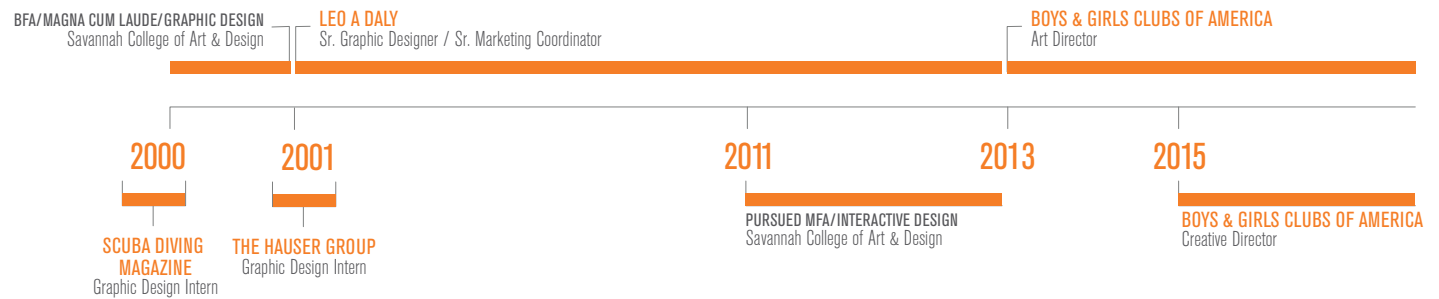


### OVERVIEW

- Over 15-year track record providing superb thought leadership and excelling in incorporating brand experience across all media platforms to capture the consumer's imagination.
- Exceptional ability to lead the creative team in consistently building strategic, creative solutions that establish and revitalize the organization's core functionality and direction.
- Manages and coordinates all creative resources to provide quality products and services, on schedule, within budgeted cost parameters.

### EXPERIENCE



2015 - present

#### **Boys & Girls Clubs of America, Atlanta, Georgia**

##### **Creative Director**

- Nurture a collaborative environment by overseeing the creative process and giving guidance to the creative team to meet organization campaign and goals. Also, ensuring the timely development and execution of plan, campaigns, and projects to assure marketing and brand communication goals are achieved.
- Conceptualize and design high-quality design materials to support all marketing and program efforts including developing digital and print ads, program guides, poster, signage, branding.
- Work annually with the National Conference committee, vendors and hotel representatives to develop the conference theme, all printed collateral and displays. Oversee proper setup of all displays and signage at the conference site.
- Provide creative direction on photo/video shoots, coordinating resources, developing shotlist.
- Supervise assigned workforce of Art Directors, Graphic Designers, Web Designers and Videographer; overseeing their execution of all creative efforts to insure they are on strategy, on budget, and on schedule.

2013-2015

#### **Boys & Girls Clubs of America, Atlanta, Georgia**

##### **Art Director**

- Directed the creative staff in development and implementation of design concepts
- Conceptualized, managed, and coordinated multiple projects simultaneously, meeting established timelines, quality assurance, budgets, production and design
- Work annually with the National Conference committee, vendors and hotel representatives to develop the conference theme, all printed collateral and displays. Oversee proper setup of all displays and signage at the conference site.

2012-present

#### **Atlanta Convention and Visitor Bureau**

##### **Freelance Graphic Designer**

- Create visual design solutions and marketing communications including: print ads, email, website, print collateral, social marketing assets, PowerPoint presentation, etc.

2001 - 2013

### Leo A Daly, Atlanta, Georgia

#### Senior Graphic Designer/Senior Marketing Coordinator

Successfully leading and administering creative design projects in support of ongoing marketing campaigns for international architectural/engineering firm. *Responsibilities include:*

- Providing creative vision and conceptual design for various print and presentation media projects (books, newsletters, brochures, posters, direct mailers, advertisements, invitations, eBlasts, PowerPoint presentations, display boards, tradeshow exhibits, banners, signage, video, and motion graphics) while meeting strict turnaround schedule and working within given creative parameters.
- Providing photography direction as well as serving as in-house photographer coordinating all photography equipment and tools for marketing.
- Reviewing all production materials on key projects and provide signature authority; manage print production, color proofing and pre-flighting tools; lead operational, strategic, financial, bid review, staffing, and administrative functions.
- Managing development and production of Proposal Qualifications—coordinating sub-consultants, and collaborating with Project Managers, Design Director and Managing Principal to assure compliance with Request for Proposals and Award Entries.

#### EDUCATION

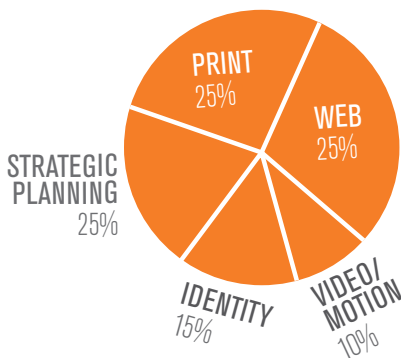
#### Bachelor of Fine Arts, magna cum laude - Graphic Design [1998-2001]

Savannah College of Art and Design, Savannah, GA

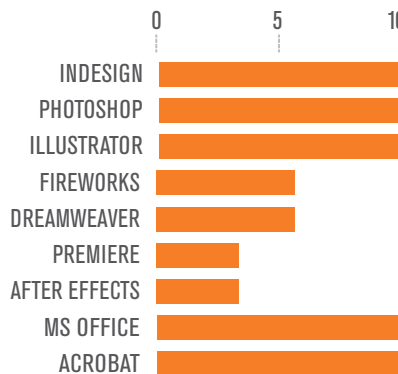
#### Master of Fine Arts - Interactive Design [2011]

Savannah College of Art and Design, Atlanta, GA

#### CAPABILITIES (EXPERIENCE IN PERCENT)



#### TECHNICAL PROFICIENCY



#### ENVIRONMENTS/LANGUAGES



#### AWARD

#### U.S. Army Engineer South Atlantic Division, Presented by the Division Commander, Major General Todd T. Semonite - For Excellence

Commended for proactively facilitating brand-building community event through design of marketing and print collateral for Savannah E-Week Technical Training Conference (2012)

“As an outstanding and dedicated member of the firm... her attention to detail and her meticulousness on projects...”

Carl Watson, Retired Director of Business Development (Leo A Daly)