

QUALIFICATIONS SUMMARY

Empathetic and
Empowering Leader

Unique Ability to Lead
Creative Talent

Fosters Creative Environment
& Creative Development

Creative Marketing Plans

Establishes, Develops &
Maintains Creative Standards

EDUCATION

Maryland Institute
College of Art
B.F.A.– Graphic Design
Baltimore, MD 21217

TECHNICAL QUALIFICATIONS

Expert knowledge in Adobe
Creative Cloud - Illustrator,
PhotoShop and InDesign.

Experience in Figma,
Dreamweaver, HTML, MicroSoft
Word and PowerPoint.

Program Management:
Adobe WorkFront

Midjourney Explorer

PROFESSIONAL EXPERIENCE

Masimo (Denon, Marantz, Masimo Consumer)

Carlsbad, CA 92008 (Remote), Oct. 2022 – Present

Art Director

- Directed campaign for Denon PerL Pro (White) earbuds with celebrity, Katy Perry and three (3) influencers. Art Directed photography, digital, print and OOH campaign assets. Supported creative and VFX for development of campaign video. Successful global launch of assets throughout the US, EU and APAC.
- Redesigned HEOS branding and identity
- Launched DENON's flagship AVR (A1H) into market and directed campaign development.

TTI Floorcare (Hoover, Dirt Devil and Oreck)

Charlotte, NC 28262, Oct. 2015 – March 2022

Sr. Creative Director

- Effectively translated marketing strategies into actionable creative objectives
- Directed external agencies, vendors and internal creative team to deliver against aggressive timelines and business expectations
- Collaborated with marketing, brand and product leadership to launch 250+ products
- Established an 18-person creative team in Charlotte, NC - From the ground up
- Led creative team to develop breakthrough digital content, packaging and merchandising
- Implemented Adobe WorkFront and established standard operating processes for proofing, trafficking and asset management - Increased efficiency by 75%
- Managed \$5M budget, forecasted resources and the headcount for the creative department

Delhaize America (Food Lion and Hannaford Foods)

Salisbury, NC 28147, May 2014 – Oct. 2015

Manager, Creative

- Managed multiple external creative agencies and internal team to design, implement and execute 6,000-SKU program for Food Lion and Hannaford Foods
- Established a cost-saving initiative that saved the business \$0.5M / month
- Developed and designed entry-level price point brand, Cha-Ching, across 350+ SKUs
- Organized and led internal team's photography initiatives inclusive of art direction and food styling
- Recruited, trained and developed high-performing creative team members

Newell Rubbermaid (IRWIN Tools and Rubbermaid Commercial)

Huntersville, NC 28078, Oct. 2004 – May 2014

Sr. Manager, Creative

- Responsible for the creative oversight of two strategic growth brands for Newell Rubbermaid
- Managed creative team to develop IRWIN Tools rebranding launch and brand guidelines
- Designed and developed National Tradesmen Day promotional campaign
- Managed transition of design and creative business units from Charlotte, NC to new design center in Kalamazoo, MI