

## PERSONAL PROFILE

A visually-driven creative with a love for solving problems and making emotional connections between brands and people. Brings imagery, type and color together to create compelling work that gets results. Developed projects from concept to completion in a range of channels including print, digital and video. Successful at collaborating with team members across disciplines, delivering provocative solutions on-time and on-budget. Excellent at building a rapport with coworkers, partner agencies and vendors.

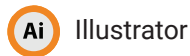
## AREAS OF EXPERTISE

- Web Design
- Print Advertising
- Digital Photography
- Banner Ads
- Campaign Development
- Targeted E-mail Campaigns
- Logos/Graphics
- Video Production
- Social Media Marketing
- User Experience
- Team Leadership
- Project Management

## SOFTWARE PROFICIENCY



Photoshop



Illustrator



InDesign



Keynote

## PROFESSIONAL EXPERIENCE

### SENIOR DESIGNER | Newell Brands

Kalamazoo, MI 06-19 – 05-20

Contract position designing packaging for Sunbeam appliances and Calphalon cookware.

- Collaborated with key stakeholders in several offices, updating over 200 products to unify treatment of UPC elements across various brands
- Proposed design architecture for Sunbeam humidifiers to simplify hierarchy of information and make it consistent across all models for ease of comparison
- Developed collection of icons to illustrate claims for appliance features
- Art direction for coffeemaker and kettle studio photo shoot

### ART DIRECTOR | Gumption Creative

Kalamazoo, MI 08-18 – Present

Freelance work developing website concepts, branding and photography for an eclectic mix of agencies, businesses and organizations.

- Created website concepts for Penn Medical System Immunotherapy program
- Built branding and website presence for a custom furniture company

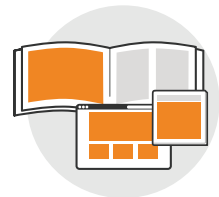
### CREATIVE DIRECTOR | VML (formerly Biggs-Gilmore)

Kalamazoo, MI 1999-2018

In a hands-on role, developed digital, print, and video campaigns to deliver emotional messages for brands in industries including packaged goods, durable goods, financial and



Tiara Yachts integrated campaign earns a record number of sales



Developed product brochures and website for Bayliner boats



Froot Loops Digital campaign earned long user sessions, building brand affinity

B2B. Guided projects from brainstorm to completion working with a team to deliver provocative work in a variety of channels.

- Increased awareness of Pringles using an online-video campaign that performed three times higher than industry benchmarks
- Concepted Pop-Tarts digital campaign that had user sessions 4x longer than the industry benchmark
- Developed integrated campaign for Tiara yachts including print, digital and POS, targeting Miami Boat Show for the big reveal of the new model. A record number of boats were pre-sold before the boat show closed
- Froot Loops digital campaign delivers an immersive web experience outperforming category benchmarks for user sessions and click through while building affinity for the brand in their tween audience
- Created Pringles social posts that caught the attention of fans and trade industry blogs while growing a passionate following for the brand on Facebook
- Designed product brochures Bayliner and Trophy Fishing Boats and extended the program onto digital spaces
- Built a summer promotion for Kellogg's Krave that lived on Facebook, building awareness and doubling the brand's fan base over the course of the summer
- Developed the theme and designed campaign for annual fundraising program for the Greater Kalamazoo United Way
- Adept at shooting digital photography to create arresting visuals on small budgets

**1992-99** Previous experience was working as an art director working at Bozell Worldwide, Campbell-Ewald Advertising and J.Walter Thompson in metro Detroit working primarily on automotive accounts.

## HONORS

- Ad Age Small Agency of the Year
- Addy Awards (district and local)
- Adweek – Review of TV campaign
- Advertising Age – Review of TV campaign
- Advertising Club of New York (Andy Awards)
- Clio Awards
- Gannett Outdoor Challenge
- International Automotive Advertising Awards
- Internet Advertising Competition
- New York Festivals
- Outdoor Systems Creative Challenge
- Telly Awards
- U.S. Ad Review
- WebAwards
- Webby Awards

## BRANDS

Kelloggs	Sunbeam	Union Planters Bank	Trophy Fishing Boats
Pringles	Calphalon Cookware	Greater Kalamazoo United Way	Ford
Pop-Tarts	American Greetings	Lifetime Fitness	Chevrolet
Froot Loops	Greenstone Farm Credit	Imax Films	Jeep
Apple Jacks	Saint Vincent Health System	Sea Ray Boats	Haworth
Keebler Cookies	Wilmington Trust Bank	Tiara Yachts	

## EDUCATION

1991 Kendall College of Art and Design. B.F.A. in Visual Communications