



SUMMARY

I'm a highly skilled and award-winning Creative Director, Art Director, Designer, and Illustrator currently based in the vibrant city of Tampa, Florida. With a passion for making captivating, memorable brands and campaigns, I bring a unique blend of creativity and strategic thinking to every project I undertake.

I am proud to have garnered recognition for my work, with accolades from prestigious institutions such as Cannes, Adweek's Project Isaac, The One Show, FWA, Jay Chiat Award, and National Addy's. My expertise lies in crafting visual brands that resonate with audiences and leave a lasting impact.

SKILLS

- Extensive knowledge of concept and brand development, advertising, marketing and merchandising
- Strong leadership, collaboration, analytical thinking, strategic planning, time management, results orientation, mentoring skills and communication abilities
- In-depth knowledge of design programs like Adobe Creative Suite and Figma
- A profound mastery of typography, art direction, photography, and illustration
- Strategic Design Management, Cutting-Edge Design Thinking & Revolutionary Design Innovation
- 16+ years of television/video conception, creation and production

EXPERIENCE

Cirkul, Inc. – *VP, Creative Director* – (November 2021 – June 2023)

- Visionary VP Creative Director at Cirkul, spearheading the establishment of the company's inaugural in-house creative department
- Built and led a dynamic, multidisciplinary creative team, driven by a passion for innovation
- Effectively communicated Cirkul's creative vision across all channels, internally and externally
- Acted as a bridge between external advertising agencies and the internal marketing department, ensuring seamless consistency in creative work aligned with Cirkul's brand identity and marketing strategy

22Squared – *Creative Director* – (April 2015 – October 2021)

- Collaborated with and led a talented team of creatives as Creative Director at 22squared
- Acted as a mentor, guiding and inspiring the next generation of creative talent
- Worked on diverse accounts including Publix, Home Depot, AdventHealth, PGA Tour Superstore, Cannabist, and EverBank
- Drove the Baskin-Robbins social media team and in-house design team, shaping captivating campaigns
- Played a pivotal role in new business pitches, showcasing strategic and creative expertise

GSD&M – *Associate Creative Director* – (July 2013 – April 2015)

- Oversaw day-to-day creative deliverables for Southwest Airlines and the Seton Family of Hospitals as Associate Creative Director at GSD&M
- Conceptualized and executed award-winning integrated campaigns, including the RadioShack Goodbye 80's Super Bowl campaign
- Contributed to agency projects like Avoid Humans, showcasing versatility and creative expertise
- Played a key role in winning new business pitches for esteemed clients, including Hampton Inn and Seton Hospitals

Freelance – *Senior Art Director* – (September 2012 – July 2013)

- Collaborated as a freelance conceptual art director with renowned agencies such as Föda Studio, Proof Advertising, and GSD&M
- Specialized in branding, interactive design, television, and print
- Leveraged my expertise to deliver unforgettable brands and campaigns that made a lasting impact

Push. – *Senior Art Director* – (April 2007 – August 2012)

- Thrived as a Senior Art Director at Push, collaborating closely with a brilliant creative team led by Chief Creative Officer, Chris Robb
- Contributed creative expertise to renowned brands including Smokey Bones, Melting Pot, ARS/Rescue Rooter, and Tijuana Flats
- Created immersive brand experiences across diverse platforms, including television, radio, interactive media, print, vehicle wraps, and restaurant interior design



Ogilvy & Mather – *Creative Supervisor* – (March 2005 – March 2007)

- Led a vibrant team as Creative Supervisor, excelling in the production of outstanding direct mail, print ads, interactive landing pages, collateral materials, and e-marketing assets
- Utilized expertise to contribute to the success of renowned clients including IBM Worldwide, SlimFast, Lenovo, and Kodak
- Ensured client messaging resonated effectively with target audiences

MicroMass Communications – *Manager of Design Services* – (April 2004 – March 2005)

- Spearheaded a creative team at MicroMass Communications, delivering advertising and relationship marketing solutions for top ten pharmaceutical companies
- Created engaging ads, impactful websites, brochures, and branding initiatives
- Crafted compelling visual narratives that enthralled audiences and drove measurable result.

Wunderman – *Art Director* – (August 2002 – April 2004)

- Utilized my passion as an Art Director to design exceptional artwork for clients and agencies
- Focused on concept and design development for clients such as IBM Personal Computing Division, IBM Worldwide, and various pro bono clients
- Crafted innovative solutions across multiple mediums, including direct mail, advertisements, emails, catalogs, e-flyers, e-catalogs, and corporate branding

The Robin Shepherd Group – *Graphic Designer* – (November 1998 – August 2002)

- Conceptualized compelling advertising campaigns and designed eye-catching brochures, directories, websites, and flight guides
- Played a key role in elevating the brand presence of clients such as JAXPORT (Jacksonville Port Authority), Merial, Mayo Clinic, PGA Tour, and St. Luke's Hospital

CAREER ACCOMPLISHMENTS & ACTIVITIES

- 2021 First U.S.-Based Cannabis Company to Win Platinum MARCOM Award
- 2019 American Advertising Awards
- 2019 American Healthcare Advertising Awards
- 2019 Healthcare Advertising Awards
- 2019 Shortys For Good
- 2015 Adweek Project Isaac Award: Class of Genius Creations
- 2015 One Show Mobile Finalist
- 2015 National Addy Integrated Campaign: Silver Award Winner
- 2015 National Addy Digital Creative Technology: Silver Award Winner
- 2015 New York Festivals World's Best Advertising Finalist
- 2014 Won a Bronze Lion at Cannes
- 2014 Shortlisted in eight, Cannes Lion categories
- 2014 ONE Show Merit Awards for Consumer Television
- 2014 ONE Show Merit Awards for Integrated Campaign/Consumer Campaign
- 2014 FWA Mobile Site Winner of the Day
- 2013 Old Chicago work featured on Communication Arts Exhibit
- 2012 Addy Award for Outstanding Art Director
- 2012 Work featured on Communication Arts Exhibit
- 2011 Work featured in FIRE IT UP Restaurant Brands that Blaze
- 2009 Print Regional Design Annual Award
- 2009 Gallery The World's Best Graphics, International edition vol 03
- 2009 Gallery The World's Best Graphics, International edition vol 02
- 2009 Best-In-Show Addy Award Winner, Point-of-Purchase Campaign

EDUCATION

Savannah College of Art and Design
Savannah, Georgia
Bachelor of Fine Art in Graphic Design
July 1995 – May 1998

Florida Community College of Jacksonville
Jacksonville, Florida
General Studies and Fine Art
August 1993 – May 1995