

Creative Director and Senior Designer with 15+ years of experience shaping brand identities, developing high-impact visual campaigns, and leading multidisciplinary creative teams. Skilled in concept development, art direction, storytelling, and executing cohesive design systems across digital, print, environmental, experiential and retail spaces. Known for bridging creative vision with production requirements, managing large-scale workflows, and delivering polished, strategic design solutions that elevate brands and drive engagement.

### *PROFESSIONAL SKILLS*

- Creative Direction & Brand Storytelling
- Video Conception, Storyboarding, Editing
- Photography, Retouching, Compositing
- Adobe Creative Cloud
- Project Management Platforms
- Sales Presentations & Pitch Materials
- Project Management & Cross-Team Coordination
- Copywriting & Marketing Strategy
- Shopify Administration (Front-End & Back-End)
- Amazon Seller Central Management
- Email Campaign Management (MailChimp)
- Trade Show & Environmental Design
- Packaging, Print Design & Pre-Press Production
- Production Oversight, Vendor Coordination, Installations
- Asset Management Platforms (Dropbox, Brandfolder)

### *PROFESSIONAL EXPERIENCE*

#### **Lead Marketing & Sales Designer - Brand Manager**

LB Marketing, Inc. - Police Security Flashlights - Alpharetta, Georgia 2022 - 2025

##### **Creative & Strategic Leadership -**

- » Led creative direction for all Sales and Marketing projects for the brand using established brand guides.
- » Translated leadership directives and sales objectives into clear creative briefs for design, production, and marketing teams.
- » Developed cohesive brand design systems, providing consistency to brand voice and recognition in the market
- » Maintained brand guidelines for internal and external stakeholders.
- » Directed conception, storyboarding, and editing of promotional videos to support sales, brand visibility, and retail partnerships.
- » Led creative direction of and was photographer for product photography used for ecommerce, marketing and sales efforts.
- » Collaborated with Production department on packing and product design.
- » Led creative and art direction for full product catalog that included product hero images, lifestyle images, copy and layout.

##### **Project & Production Management -**

- » Oversaw multiple concurrent marketing and creative projects, maintaining timelines, budgets, and cross-functional alignment.
- » Utilized project management software to track scope, deliverables, and approvals.
- » Managed trade show design, layout, production, vendor coordination, and installation.
- » Managed technical execution and design of sales and marketing video packets.

##### **Marketing Operations & Promotional Strategy -**

- » Managed retailer-specific custom promotions programs to support sales growth.
- » Maintained product catalogs, digital assets, and sales materials for internal and external partners.
- » Directed online product catalog and sales information websites for major sales partners.
- » Scheduling, creative direction and execution of brand's MailChimp B2C email campaigns, raising subscriber rates and online sales.

##### **Client & Stakeholder Management -**

- » Acted as main liaison between sales leaders, retailers, agencies, and marketing partners, ensuring all deliverables aligned with strategic goals.
- » Managed agency, influencer, and third-party relationships to support product launches and promotional campaigns.
- » Partnered closely with sales teams to understand retailer needs and develop effective sales tools and creative assets.

##### **Digital Platform & Channel Ownership -**

- » Served as Shopify administrator, overseeing product listings, maintenance, front-end design, and back-end configuration.
- » Managed Amazon Seller Central operations, including product setup with A+ Content, asset optimization, and promotional execution.
- » Managed MailChimp subscriber database.
- » Controlled client database on brand's website backend.

## Lead Marketing Graphics Designer -

Cellairis, Inc. - Roswell, Georgia 2017 - 2022

### Creative Direction & Brand Execution -

- » Directed creative development across packaging, marketing collateral, digital assets, and product visuals.
- » Developed and directed Custom Case printing program for high level clients such as AT&T and Verizon.
- » Designed packaging systems and brand standards to ensure cohesive execution across multiple retail environments.
- » Developed retail and inline workspace concepts.

### Production & Project Management -

- » Worked with Senior Account Managers facilitating retail enhancement, permitting and store design and promotional materials.
- » Managed external print production workflow from concept through proofing, pre-press, and production.
- » Oversaw custom prototyping and previsualization for retail displays and experiential design.

### Digital Marketing & Content Design -

- » Designed social media assets, landing pages, and promotional materials aligned with brand strategy.
- » Executed product photography for packaging, marketing and sales.
- » Managed design of in-store print materials for seasonal promotions, new store openings and targeted sales.

### Asset System Administration -

- » Managed Digital Asset and Printing program for Franchisees
- » Managed Dropbox and Brandfolder content libraries, maintaining organized and accessible digital assets.

## Senior Designer - General Manager

McEver Signs & Graphics - Dawsonville, Georgia 2009 - 2017

### Client Relationship & Account Ownership -

- » Served as primary point of contact from discovery through delivery, providing strategic guidance and ensuring seamless client experiences.
- » Managed longterm accounts with transparent communication, clear scopes, and consistent execution.
- » Maintained top level clients with regimented calls, targeted promotions, excellent service and report.
- » Educated clients on materials and processes, suggesting additional upsells to boost revenue intake.

### Cross-Functional Collaboration -

- » Translated creative concepts and technical requirements between clients, designers, engineers, and installers.
- » Implemented new RIP software, pre-press systems, and consistent design standards to streamline production.

### Creative & Brand Development -

- » Directed brand identity design, environmental graphics, copywriting, and marketing collateral for diverse clients.
- » Produced design concepts, proofs, and pre-press files for signage and digital assets.

### Production & Operational Management -

- » Served as General Manager of Shop Operations ensuring stocked materials, executing budgets, projecting costs and leading teams.
- » Oversaw daily production operations, ensuring accuracy, quality, and on-time execution of signage and branded materials.
- » Managed engineering files, permitting, and compliance with local regulations.
- » Led the production and design team, delegating tasks and optimizing workflows.

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## EDUCATION

Graduated from:

**Savannah College of Art & Design**

BFA - Animation & Computer Arts

Studied at:

**American Intercontinental University**

Film and Video Production

Studied at:

**Georgia State University**

Film and Digital Media

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## ADDITIONAL INFORMATION

### SOFTWARE EXPERIENCE

- ADOBE Creative Cloud Apps
- Microsoft Suite
- ChatGPT
- ASANA Project Management
- Net Suite

### PLATFORM EXPERIENCE

- Shopify
- GoDaddy
- WordPress
- Amazon Seller Central
- Brandfolder

### INTERPERSONAL

- Strong Communicator
- Fast Pace Adaptability
- Deadline Driven
- Creative/Strategic Problem Solver
- Collaborative Mindset
- Leadership and Team Mentorship