



PROFESSIONAL SUMMARY

My professional experience includes a variety of roles in marketing, communication and media sectors, most notably brand manager, creative director and project coordinator for Westcomm, Inc, the University of Indianapolis Communications and Marketing and the City of Orlando's Office of Communications and Neighborhood Relations. I am charged daily with the management of strategic communications, including print and web projects that require a deadline-oriented approach and consistency with department branding. Given such experience, I hold knowledge in the areas of targeted marketing, graphic design, multimedia production, copy writing, social media and online editing.

PROFESSIONAL EXPERIENCE

Creative Director, Westcomm, Inc.

February 2018 - Present

Directs creative development of high quality, effective communications and marketing materials for clients in healthcare, technology, professional services, higher education and manufacturing. Leads creative development of strategic HR & benefits communication that increases employee engagement & enhances the employee experience.

- Creates smart, compelling, creative solutions across a wide array of channels including print, interactive/multimedia and motion graphics.
- Leads marketing campaigns and strategic communications for various clients, incorporating visual identity and brand standards.
- Manages design projects from initial concept to final production, participates in brainstorming sessions and client meetings.
- Works collaboratively with the senior account team to effectively and pro-actively manage client deliverables and deadlines.

Creative Services Manager, University of Indianapolis

May 2016 - February 2018

Directed creative development of high quality, effective communications and marketing materials related to institutional identity and brand development across multiple platforms. Managed in-house client directives, including support for the Office of the University President. Directed creative design from concept to completion, translating University's marketing objectives into creative strategies and overseeing a creative team in the production of promotions to enhance the institution's visual image and strategic initiatives.

- Leads marketing campaigns and strategic communications for various University clients, incorporating the University's visual identity and brand to maintain a unified, high quality and consistent look across print and digital channels.
- Creates original layouts and designs for a variety of traditional print media and multimedia platforms to enhance the institution's visual image and strategic initiatives.
- Collaborates with the project teams and internal clients to determine project requirements and priorities, ensuring timely production of high-quality promotional materials.
- Coordinates with the business operations to prepare digital files and invoices for vendors to meet production deadlines within the project budget.
- Implemented a new project management software in June 2016.

Graphics Supervisor, City of Orlando

June 2013 - May 2016

Included managing a creative team while acting as brand manager, art director and project coordinator for the City of Orlando's Office of Communications & Neighborhood Relations. Daily responsibilities included developing overarching vision for the City's brand and marketing initiatives. Designed marketing collateral for the City's initiatives, programs and events while coordinating with City departments, including the Office of the Mayor, on marketing initiatives and brand development. Led rebranding initiative, including brand conception and implementation.

PROFESSIONAL SKILLS

Strategic Communications
Marketing/Brand Development
Creative Leadership
Graphic Design
Multimedia Production
Editing/Writing
Web Development
Project Management
Strategic Planning
Marketing Communications
HR Communications

Graphic Designer & Multimedia Producer, Tampa Bay Times

August 2006 – June 2013

Included graphic design and art direction in both news and project format for Florida's largest newspaper, as well as writing and assistance with daily maintenance of tampabay.com.

AWARD RECOGNITION

2018 Association Of Marketing And Communication Professionals Hermes Creative Awards

Platinum, Print Media/Publications/Magazine – Portico (redesign)

Platinum, Print Media/Publications/Viewbook – You Emerge You

Gold, Admissions Microsite – explore.uindy.edu

2017 Association Of Marketing And Communication Professionals Marcom Awards

Platinum, Portico

Honorable Mention, UIndy 360 (news.uindy.edu)

2016 3CMA Awards

Award of Excellence, Digital Interactive Mobile: Downtown Walking Tours

2015 3CMA Awards

Silver Circle, Graphic Design – Publication: Live.Work.Play

Silver Circle, Social Media, General – Best of DTO Photo Contest

Award of Excellence, Printed Publications – Catalogs/Guides: Downtown Orlando
Information Guide

COMMUNITY INVOLVEMENT

Girls, Inc – Program Facilitator, 2018

Keep Orlando Beautiful – Volunteer, 2013–2016

EDUCATION

Masters of Art, Mass Communications, University of South Florida

Bachelor of Arts, Journalism, Indiana University