

CREATIVE DIRECTOR

Creative Directing ~ Web Development ~ Graphic Design ~ Trade Shows ~ Marketing

Extensive experience managing diverse teams in deadline driven environments with a solid, successful history of directing and implementing a broad range of design projects from conception to launch. A highly resourceful self-starter with effective experience in creative directing, graphic design, web design, front end web development, marketing, trade shows, advertising, and project management. Ability to lead and inspire with a record of accomplishments while working under pressure.

- ✓ Web & UX/UI Design
- ✓ Graphic Design
- ✓ Front End Architecture
- ✓ Marketing Campaigns
- ✓ Interviewing & Hiring
- ✓ Social Media Campaigns
- ✓ Presentation Management
- ✓ Vast E-commerce Experience
- ✓ Brand Reputation Management
- ✓ Full Life-Cycle Project Management
- ✓ Business Management & Operations
- ✓ Operational Budget Management
- ✓ Process & Productivity Improvement
- ✓ Maintenance of Corporate Websites
- ✓ Responsive/Adaptive Design
- ✓ Trade Show Management
- ✓ Client Relations & Retention
- ✓ Training & Development
- ✓ Quality Control/Assurance
- ✓ Email Marketing Design
- ✓ Requirements Management

TECHNICAL SKILLS

HTML, CSS, JavaScript/jQuery, Bootstrap; Adobe Photoshop, Illustrator, InDesign, Muse, Dreamweaver, Acrobat; Microsoft Word, Excel, PowerPoint; Apple Keynote, Pages, Numbers; Google Analytics

PROFESSIONAL EXPERIENCE

FRONT END WEB DESIGNER

Retailer Web Services (RWS)

Oct 2012 - Present

FRONT END WEB DESIGNER ~ March 2013 - Present

- **"Record Number of Completed Websites"** and **"Record Number of Top Tier Websites"** – Design Dept., 2016.
- **Employee of the Month** in March of 2016 in a company of nearly 60 employees.
- **100% positive and an overwhelming majority** of customer feedback submissions.
- **Most successful year ever at website sales** as a web designer in 2016.
- **Most website conversions** during the transition to our new platform.
- **Continuous professional development** through online training and certifications with the majority of completed courses in the department.

WEB DEVELOPER ~ October 2012 – February 2013

- **Quickly thrived and was promoted within first 3 months** from a graphic designer to a web developer.
- **Self-taught front end development and UX/UI design while employed.** As a result of my efforts, I was the only member of the web development team retained when All Your Retail (AYR) was acquired by RWS.

CREATIVE DIRECTOR

A Social Company

May 2011 - Oct 2012

- **Created original branding** praised for its technical and consistent look from company website to program platform. Worked with technology officer and executive board to establish and create the desired brand.

ART DEPARTMENT MANAGER

Target Media Partners

Sept 2007 - July 2012

- **15% Reduction in overall payroll of department.** Created new project management and QA procedures.
- **Organized, simplified, and restructured a department** that was struggling to function.

SENIOR GRAPHIC DESIGNER

The Greensheet

Mar 2006 - Sept 2007

- **20% Increase in profits generated with new advertising avenues.** Teamed up with sales teams to make innovative marketing campaign materials that included statistics and ongoing promotions.

SENIOR PROJECT DIRECTOR

Xpress Print and Mail

July 2005 - Mar 2006

- **25% more profit when I implemented new processes and procedures.** Created a new tracking system for our biggest clients. Upon its success, I implemented it across the board for all orders placed.

SENIOR PRODUCTION MANAGER

FedEx Office (Formerly Kinko's)

Sept 2002 - July 2005

- **Pioneered copyright awareness program to prevent future lawsuits.** Researched current laws and built a short guide to inform the staff. There was no such program in place, prior to this implementation

EDUCATION AND CERTIFICATION

Sept 2012

CERTIFICATE OF MARKETING STRATEGY for Business Leaders

Cornell University Online, Ithaca, New York

May 2007

BACHELOR OF ART DEGREE in Visual Communications

Collins College, Tempe, Arizona

Graduated Salutatorian