



## Creative Ideation // Campaign Execution // Graphic Design // Front-End Development

**I am a passionate, hands-on creative leader able to effectively manage teams across multiple verticals.**

I love finding new and innovative methods of presenting information, creating behavior changes, and addressing client & market challenges with creative solutions. I have a proven track record of successfully managing and directing creative projects from concept to completion.

### KEY SKILLS

#### LEADERSHIP

- Campaign planning
- Cross-team collaboration
- Strategic thinking
- Attention to detail
- Budgeting and resourcing

#### DESIGN

- Photoshop
- Illustrator
- InDesign
- Lightroom
- After Effects
- Figma
- AI tool use (i.e. Midjourney)
- Copywriting
- Packaging design
- Typography
- Premiere Pro
- Audition
- HTML / Liquid
- CSS / SCSS
- Javascript

### RELEVANT PROFESSIONAL EXPERIENCE

#### **Creative Director** GOHUNT

October 2021 - Present  
Las Vegas, Nevada

I work with leadership and key stakeholders to lead design, messaging, Front-end development, UX/UI, and content production across an ecommerce storefront, SaaS and web platforms, and marketing efforts to help more people do what they love in an enthusiast market.

- Led a comprehensive rebranding of GOHUNT and the initial brand launch of OutdoorClass. This encompassed a full brand and design systems for each platform and directly contributed to higher-than-expected subscriber growth.
- These efforts have contributed to overall membership growth of nearly 200% and multimillion-dollar ecommerce revenue growth since joining the team.
- Lead redesign and rebuild efforts for an ecommerce store with over 1.3M annual visitors, directly resulting in improved SEO, increased traffic, and AOV growth
- Spearhead efforts to launch a new CMS and website design for GOHUNT.com, creating a more curated, custom experience for our registered and unregistered users.
- Led content production, including conception, execution, editing, and release for projects of varying scopes and delivery channels.
- Coordinated marketing creative and campaign planning for product and feature launches, time-limited and evergreen campaigns, and content releases resulting in YoY revenue growth and greater audience penetration.

#### **Art Director** Small Dog Creative

January 2020 - October 2021  
Los Angeles, California

I served as the visual design leader for the agency, managing internal and freelance resources and contributing individually to designs for 50+ across multiple industries. In part because of the strength of our work, we were able to grow business through the Covid-19 pandemic.

- Lead ideation, creation, and execution for all visual design across a national roster of 100+ clients in various industries, including health and wellness, aerospace, medical technology, entertainment, manufacturing, and more
- Present concepts, pitches, and campaigns to current and prospective clients in an engaging and captivating way, ensuring client and team success on a variety of project briefs
- Coordinate design, development, UX and UI using a variety of platforms and coding languages
- Lead and train a team of graphic designers, production artists, and interns

- Oversee and review work from design team to ensure concepts, messaging, and vision are correctly executed across brand deliverables
- Setup and direct photoshoots and video production, utilizing outside vendors when necessary to create required content and maintain production schedule
- Stay up-to-date on current design trends and best practices to ensure a high standard of work and foster a mindset of continual improvement

## Creative Director

### LSTN Sound Co

November 2014 - July 2019  
Los Angeles, California

I led visual design for a multi-million dollar audio brand, including branding, web design/UI/UX, marketing, packaging, and product development. I collaborated with global partners and internal leadership to create a wholly unique presentation for the brand.

- Lead collaboration design with global partners including Delta Air Lines, Chivas Regal, Spotify and more, creating one-of-a-kind products and content for a worldwide audience
- Design high-end packaging for a range of audio products and accessories, including die line creation, labeling compliance, and budgetary adherence.
- Lead and manage product design team, working with overseas suppliers to source, iterate, and create unique audio products
- Create highly engaging and converting email and marketing campaigns using real-world data gathered from multiple sources and implementing A/B testing, demographic and contextual targeting, and automated and direct campaigns
- On-site review of product and packaging production, inspecting factory and production quality, and meeting with potential suppliers both on-site and at industry fairs
- Document global efforts to give hearing aids to those in need through on-site videography / photography, and rapid production of engaging content real-time while on location
- Direct, schedule, supervise, and perform as photographer for all photoshoots, including product, packaging, ecommerce, lifestyle, and collaborative projects

## Creative Lead

### Freelance

January 2014 - December 2019  
Los Angeles, California

I provided freelance design, photography, and videography services for multiple clients in the Los Angeles area. Together we worked towards their short- and long-term needs, focusing mainly on branding, product and packaging development, web and digital design, marketing, and storytelling.

- Clients included Ridley Scott Pictures, Arclight Theaters, The Decurion Company, Rhino Records, Side One Dummy Records, Epitaph Records, Universal Music Group, and more.

## Designer/Admin

### HORIPRO Music Academy

March 2014 - November 2014  
Los Angeles, California

I worked as the administrator and sole designer for the academy, creating print and digital materials for multiple concerts and recitals, photographing and filming performances and auditions, and leading a full rebrand of the academy as it came under new ownership

- Led rebrand of all visual materials as school transitioned out of previous identity, creating materials for students and staff, templates for future events, and a full website redesign and update
- Photography, video, and audio production for student events and recitals
- Led sales and promotions of school, introducing digital advertising campaigns and analytics research in order to grow the student population by 25%

## EDUCATION

### Berklee

#### B.A., Music Business

September 2005 - May 2009  
Boston, MA

- Graduated with honors, 6 semesters on the Dean's list, 3.6 final GPA
- Led and participated in dozens of music ensembles and groups across a range of genres.
- Served as school ambassador on foreign exchange program in Athens, Greece