

Strategic leader with proven expertise in creative direction, art direction, and problem solving. Possessing an entrepreneurial spirit while repeatedly delivering innovative ideas that thrive in varying marketplaces. Successfully launched two collaborative startup businesses. Primed to bring leadership, creativity, and business savvy to role focused on developing brands and products through strong concepts and thoughtful design solutions.

AREAS OF EXPERTISE

Creative Direction & Strategy
Art Direction
Corporate Identity
Brand Development & Management
Business Development
Product Launches
Integrated Digital Marketing
User Interface
User Experience Design

EDUCATION

ANDERSON UNIVERSITY (SC)

Bachelor of Arts, Graphic Design
Bachelor of Arts, Painting & Drawing
2002 – 2006

ENTREPRENEURSHIP

CO-FOUNDER

Loft Resumes | Launched February 2012

Loft Resumes provides unique resume designs and resume writing services for customers looking to stand out during their job searches. This innovative service has been featured by *Fast Company*, *Mashable*, *The Guardian*, and other prominent media outlets.

Led initiatives including:

- Developing the Loft Resumes brand, including visual identity, logo, website design, initial product offerings, and advertising and marketing materials
- Running the company on a day-to-day basis for two years during a period where the startup became fully operational and profitable
- Managing customer service, sales, marketing, new product development, promotion and public relations, and product photography shoots
- Ideating and developing an additional resume writing service, and assembling a team of freelance writers to offer this new product to meet customer and market demand

Ongoing duties include:

- Overseeing major company decisions
- Concepting marketing strategies and tactics

CO-FOUNDER

The Printshop | 2014–2016 | Greenville, S.C.

The Printshop was a community printmaking space in the West Greenville arts district. The shop offered do-it-yourself letterpress, screen printing, etching, and lithography; studio memberships; a variety of classes; and in-house and commissioned arts events.

Led initiatives including:

- Championed a fully funded Kickstarter campaign, including promotion, PR, incentives
- Served as project manager for Kickstarter video production including story board creation and script writing
- Managed fruitful PR efforts for opening

Other duties included:

- Co-managing social media accounts
- Created and implemented marketing strategies and tactics
- Developed and nurtured contacts at schools, arts institutions, and local businesses

EXPERIENCE

SENIOR ART DIRECTOR,

Techtronic Industries, Anderson, S.C. | 2014-present

Develops concepts, designs and implements a variety of projects including:

- New product and feature naming
- Logo creation
- Package design
- In-store displays
- Point-of-purchase graphics
- Photography art direction
- Video shoot storyboarding

Ensures brand consistency across all marketing and packaging applications. Develops logos for new products that fit within existing visual brand languages and guidelines.

Brand list includes:

Ridgid Power Tools
Ryobi Power Tools
Arctic Cove
Hart
Stok

FREELANCE SENIOR ART DIRECTOR

FUEL, Greenville, S.C. | 2012

Served as a lead creative for full-service creative agency that builds holistic brands for established and startup businesses.

Spearheaded rebranding initiatives that included:

- Logo creation
- Print design
- Web design
- Interior sales office graphics

Client list included:

Wicked Weed Brewing
Private Mountain Communities
Olde Mill
Lau Rubber & Plastics

ART DIRECTOR

Jackson Marketing Group, Greenville, S.C. | 2008-12

Worked in a fully integrated agency setting to deliver compelling advertising and marketing materials for clients working primarily in B2B markets.

Delivered projects consisting of:

- Branding campaigns
- Ad campaigns
- Web design
- Outdoor advertising
- Video
- Trade show materials

Client list included:

Michelin
BF Goodrich
Sage Automotive Interiors
Milliken
BMW
Big League World Series
Greenville Hospital System
Sakrete

GRAPHIC DESIGNER

Hill Mullikin Marketing Company, Greenville, S.C. | 2007-08

Created branding materials and marketing collateral for the luxury resort and real estate property verticals.

Delivered services including:

- Product naming
- Logo creation
- Visual identity creation
- Brochures
- Web design
- Outdoor signage and advertising
- Sales office graphics
- Advertising campaigns