

Overview

I am a skilled, energetic, and results oriented creative with over 16 years experience in product and brand improvement. I have an aptitude for leading diverse creative teams through product concept to production including marketing content, social media and email campaign design, logo development, layout design, web site design, SEO, prepress, and deploying current technologies to raise brand awareness and drive traffic and sales to the company. I have established myself as a self-starter with excellent communication and analysis skills adept in creating and implementing actionable strategies to realize short-term and long-term goals.

Experience

Creative Design Manager – Spinal Elements, Marietta, GA 2016 – 2018

- › Managed all aspects of digital and print media projects including external and internal contributors and contractors to effectively maintain and promote the corporate brand and products.
- › Interpreted marketing communication goals and developed concepts to deliver high impact visual design as well as translated marketing objectives into creative strategies in advertising, email campaigns and social media.

Visual/Structural Packaging Designer – Pratt Industries, Atlanta, GA 2014 – 2016

- › Collaborated with clients and company sales representatives to optimize client artwork for direct and label printed package designs to improve client brand awareness and increase product sales.
- › Developed unique and creative artwork and packaging options for point-of-purchase and product displays.

Director of Product Development – American Book Company, Woodstock, GA 2012 – 2014

- › Directed the creation of all print, digital and marketing content across departments to advance the customer's ability to effectively educate themselves and their students.
- › Successfully managed 15 direct reports across 6 departments – Curriculum Design, Writing, Graphics, Editing, Proofreading, and Formatting.

Digital Media Coordinator – American Book Company, Woodstock, GA 2007 – 2012

- › Implemented Agile methodologies to lead teams of designers and coders for several app, augmented reality, and web site design projects initiated by customer suggestions including researching and recommending course of action to meet business objects for each project.
- › Conceptualized and executed improvements to company marketing and branding to improve communication and product understanding with customers through social media and targeted email and direct mail campaigns.

Graphic/Web Designer – American Book Company, Woodstock, GA 2002 – 2007

- › Created new branding and identities as well as packaging, cover, and binding design standards for company products.
- › Developed web sites and marketing materials to drive sales to the company.

Education

Bachelor of Arts in Graphic Communications – Kennesaw State University, Kennesaw, GA

Skills

- 9 yrs** Creative Project Management
- 20 yrs** Adobe Creative Suite CC (Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Flash, Acrobat)
- 16 yrs** HTML5, CSS3, PHP and MySQL, JavaScript Web Design and Search Engine Optimization
- 16 yrs** Prepress and Variable Data Production