

Creative Director

Natural storyteller who can translate dry facts and statistics into coherent messaging strategies and compelling visual messages. Rare blend of creativity and organizational skills - consistently created efficiencies through process improvement while revitalizing creativity in marketing and communications. Recognized by peers and managers for cheerful demeanor, persistence, dedication to results, willingness to help others, and ability to resolve even the most challenging problems.

Areas of Expertise

Lead the creative process from concept to completion for print, digital, and online materials including, visual identity, branding, photoshoots, video editing and animation.

Translate marketing objectives into clear creative strategies and execute on big ideas.

Manage and mentor an internal creative team while serving as a strong collaborative partner to external network.

Communicate with vendors to direct external projects that align with branding for maximum impact.

Key Accomplishments

- **Rebranded a 20-year old company** by engaging over 75 internal/25 external stakeholders and studying the industry and competitive landscapes. Developed new positioning and voice, created a new identity, and executed the new brand rollout through print and digital campaigns and an industry-wide trade show experience.
- **Planned a series of events** for US Supreme Court Justices visit to SMU law school. With team, coordinated multi-day schedule of events including public speaking engagements, receptions, and formal meals for over two hundred college alumni and visiting Justices.
- **Created successful advocate program** that has grown to over 100 customers and generates continual engagement for 4 brands through 3 social media channels, through customer referrals and references, and onsite at several industry events each year.

Career History

RamQuest, Inc., Plano, TX

Software provider/business partner for the Title and Escrow Industry

2007 to Present

Creative Director, 2014 to Present

Promoted to manage visual brand, graphic identity, and oversee design of all communication (print and digital) including conceptualization, design, typography, photography, printing, production and budgeting. Directly supervise team of 2 and provide art direction to 4 contractors while overseeing multiple vendors. Work closely with Marketing VP and President on major initiatives.

- Personally designed and launched distinctive new brand that revitalized the company following a period of declining market share.
 - Aligned brand hierarchy and designed new master identity.
 - Received incredibly positive customer feedback on the new brand, increased deal size significantly, retained 25 'at risk' clients and won back several 'lost deals.'
- Instilled newly developed brand throughout the organization by creating comprehensive style guidelines and review processes. The brand is now firmly embedded in the culture, proudly shared by employees, and instantly recognized by the entire industry.
- Launched 4 new websites in one year.
- Collaborated with senior executives and architect to develop environmental branding for new corporate headquarters; achieved exceptional results, including accolades from parent company and high-profile customer visitors on minimal budget through creative problem-solving and careful supplier sourcing.
- Cut printing costs 18% while improving quality by replacing existing printing vendor with reliable and budget-friendly local resource.
- Developed sub-brand for new product and played key role in successful launch that included a major trade show event, videos and new website; created collateral for email marketing campaign that over-achieved similar campaigns by 110%.
- Created a Brand Council with key representation from each major department to manage long-term brand evolution and education, including oversight of an Advocate Crew program to monitor voice, positioning, and identity execution.

RamQuest, Inc., Plano, TX con't.**Creative Services Manager (Senior Designer), 2007 to 2014**

Recruited as one of first members of a new marketing department and served as company's sole designer with accountability for creation and production of all print and web collateral while also managing web presence, social media marketing and SEO/SEM initiatives. Additionally, supported advertising needs of sister company and managed many customer branding projects.

- Built the company's first social media presence utilizing Facebook, Twitter and LinkedIn, and established editorial calendar to ensure regular content.
- Salvaged costly user group conference by cutting printing costs 70% using design thinking and network sourcing.
- Played key role in researching and implementing a marketing automation program; initially deployed HubSpot, serving as project manager, and then progressed to Eloqua once ROI had been established; saved cost of one FTE and greatly improved sales, customer service and marketing.
- Streamlined content marketing and web presence by leading the implementation of Umbraco CMS and integrating 4 websites into the platform.
- Saved \$30,000 per year by replacing custom-made tradeshow booths with a modular system that was adaptable to shows of any size.
- Devised name, brand identity and launch materials for new flagship software product; executed successful launch spanning tradeshow, emails, digital promotions, eBook, videos and microsite.

YMCA of Metropolitan Dallas, Dallas, TX**2001-2007***Non-profit community builder***Marketing & Design Associate, Association Headquarters, 2005 to 2007**

Moved into this role during a period organizational growth to join a small team supporting 22 branches, 2 camps, and multiple association-wide departments. Reported to 2 supervisors and successfully juggled heavy workload.

- Quickly established rapport with branch-level marketing teams, freeing supervisors from communication.
- Developed new website CMS training manual and delivered training to employees at all 22 locations so that each could customize their own sites. Established and managed regular reviews to ensure compliance with corporate standards.

Branch-level Membership & Marketing Director, Grand Prairie, 2001 to 2005

Accountable for growing membership through integrated marketing and communications strategy. Increased retention by 8%. Led community outreach efforts and managed communications from 5 departments to 13,000 member units.

- Instilled accountability by creating first formal budget and performance metrics; achieved 100% of performance goals.
- Created templates and systems to ensure a consistent standard for program promotions.

Early Career:

Alumni Event Coordinator - **Southern Methodist University**, Dallas, TX

Marketing and Communications Coordinator, **The Reynolds Company**, Dallas, TX

Education & Additional Information

Masters of Fine Arts, Multi-media Design (Branding) - Full Sail University, Winter Park, FL (2011)

Bachelor of Arts, Communications - Dallas Baptist University, Dallas, TX (1998)

Computer Skills:

Adobe Creative Suite (Acrobat Pro, After Effects, Dreamweaver, Flash, Illustrator, InDesign, Muse, Photoshop, Premier Pro), AS400, Basic coding (CSS, HTML, PHP, XML), Camtasia, Drupal, Eloqua, Google AdWords, HubSpot, iMovie, Keynote, Microsoft Office Suite (Excel, Outlook, Power Point, Share Point, Word), Umbraco, WordPress

Awards:

Graphic Design USA – Inhouse Design Award 2012, 2013 (multiple-award winner), 2015, 2016

Advanced Achiever Award, Full Sail University (Valedictorian) – 2011

President's Award, RamQuest, 2012

Teaching:

Part-time faculty member, teaching Design Thinking with Laureate Universities