



Creative Director

Accomplished and multifaceted creative leader with extensive experience defining brand strategy and visual identity throughout the creative lifecycle from concept to dissemination. Proven track record of spearheading brainstorming sessions with demonstrated originality, innovation, and multi-disciplinary strategies. History of aligning creative direction to proper technology, messaging, strategies, and audiences to achieve business objectives. Recognized by senior executives and stakeholders for exceptional leadership, keen attention to detail, and presenting novel ideas to push forward creative work.

Core Competencies

- Project Management
- Email Design & Strategy
- Sound Design / Engineer
- Videography & Photography
- Influencer Marketing
- Copywriting / SEO
- Responsive Web Design
- Infographics / Illustration
- Social Media Management
- Product/Packaging Design
- Storyboarding & Wireframing
- Magazine & Logo Design

Technical Proficiencies

Tools: Adobe Photoshop/Illustrator/InDesign/Dreamweaver/Premiere/XD/Figma, UX, UI, jQuery. HTML, CSS, Logic Pro, WordPress, CMS Systems, Elementor, Divi, Bootstrap.

Professional Highlights

- Restructured social strategy resulting in 21.59% revenue increase with 26.57% reduced ad spend.
- Crafted content strategy which increased average unit sales 40% YTD during season and 400% increase on Amazon Prime Day 2022 in comparison to 2021.
- Spearheaded organizational transition from in-person events to 100% digital.
- Directed the production of virtual events which included Google, Prudential, Office Depot, and Intel.

Professional Experience

Transformation Factory – Lakeworth, FL Creative Director

2022 – Present

Collaborate with President/CEO to establish creative vision. Direct cross-functional teams in developing consistent brand-right creative across all channels and budget levels. Analyze insights and research to guide campaigns and content development. Mentor all levels of creatives within department. Manage influencer and affiliate programs as well as devise plans to enhance online presence with cohesive strategy. Generate creative strategy, social media strategy, and create content calendars for distribution across platforms. Conceptualize and direct photo and video shoots in collaboration with vendors.

Bug Bite Thing – Port St. Lucie, FL Senior Art Director, Digital

2021 – 2022

Supervised content strategy and content calendar and provided creative direction across all social media platforms, websites, print, and in-store displays. Administered department workflow, reviewed work product, and mentored creative staff. Composed creative briefs on market trends, consumer needs, and competitive landscape. Directed video shoots and edited video, photography, and illustrations for internal/external training, B2B, B2C, and social media platforms. Generated social medial strategies for platforms such as Instagram and TikTok.

Key Accomplishments:

- Created original package design concepts for major brands including CVS, Costco, and Walmart.
- Produced pitch decks and presentations for selling organization's products to major retail chains.
- Liaised with internal stakeholders and C-level executives to generate cohesive company brand voice.



Employment History (continued)

- Oversaw influencer marketing initiatives to produce brand awareness, maximize outreach, and increase ROI.
- Collaborated with marketing, sales, customer service, warehouse, and international divisions to support in-house marketing, global brand positioning, and international brand consistency.
- Established and coordinated creation of website pages, modules, and assets based on UX and UI best practices.

Odyssey Media – North Palm Beach, FL

2018 – 2021

Senior Director of Digital Strategies/Art Director

Managed brand's artistic direction and ensured visual consistency across all media. Supervised freelance creatives for print and digital events. Facilitated digital events and conferences, administered budgets, coordinated speakers, and edited video recordings. Utilized Google Analytics to identify trends and generate marketing plan which promote positive digital experiences. Administered legacy software/websites, site migrations, and troubleshooting. Managed web development and design to ensure quality and branding integrity.

Key Accomplishments:

- Spearheaded website and database integrity, streamlined processes, and eliminated redundancies
- Evaluated and implemented UX and demographic research technologies to increase profitability.
- Filmed, edited, and broadcasted video content for numerous Fortune 500 clientele.
- Collaborated with Owners and C-level executives to establish and implement brand strategies and objectives.
- Utilized HTML, CSS, and jQuery to develop organization's website per management and stakeholder directives while simultaneously ensuring compliance with UX principles.
- Employed demographic research technologies and revenue-generating marketing strategies to increase profits.

The Institute for Natural Healing – Delray Beach, FL

2018

Art Director

Oversaw team creating online, print, and package designs as well as organization's online presence and brand identity. Designed and built B2C websites and landing promo pages aligned with SEO and UX principles. Crafted HTML and print-ready newsletters, sales pages, and CMS order pages. Evaluated content and monitored consumer behavior.

Key Accomplishments:

- Customized and maintained WordPress responsive themes in addition to reporting, tracking, and fixing website bugs.
- Liaised between employees and centralized services to ensure compliance with Visa, Prop 65, and GDPR.

Newsmax Media Inc. – Boca Raton, FL

2008 – 2017

Art Director/Graphics Department Manager

Crafted web and landing pages, web banners, wireframes, social media assets, magazine/newsletter templates and layouts, advertisements, logos, media kits, traditional and computer illustrations. Completed video and photo editing/retouching for web, print, and digital publications. Elevated brand identity using UX/UI mobile and web layouts.

Key Accomplishments:

- Collaborated with team members, internal, and external clients to establish departmental standards and procedures, business goals, and strategies to achieve targeted objectives.

Education

Master of Business Administration

Nova Southeastern University

Bachelor of Fine Arts

Florida Atlantic University