

EDUCATION 2002-06: Virginia Commonwealth University
B.S. Mass Communications: Creative Advertising - Art Direction

EXPERIENCE 2018-19: Art Director | Senior Graphic Designer - Skipsonrecord.com

- Art directed and designed on-brand advertising materials through various channels for Capital One, Atlantic Union Bank, Target, Pearle Vision, CapTech, Venture Richmond, The Chesterfield Education Foundation, Alexandria Renew Enterprises, and Robinson Distributing
- Projects include: rebranding, direct mail and email marketing campaigns, digital banner ads, logos, one-sheet templates, brochures, presentation materials, and also event & trade show design collateral

2011-17: Art Director | Senior Graphic Designer | Production Artist - MOC Mid-Atlantic

- Managed creative build and production of in-store print, video, digital and web advertising and marketing to promote MOC, as well as over 750 car dealerships and stores
- Designed, balanced and maintained consistency of the MOC brand, while working on projects that incorporated and dealt directly with the compliance of brand guidelines and corporate identity for companies including: Honda, Nissan, Chevrolet, Toyota, Dodge, Ford, Lexus, VW, Hyundai, Chrysler Buick GMC, Subaru, BMW, Mercedes-Benz and Lexus, among others
- Created and produced customized sales collateral, including: digital signage and online customer facing sales materials, TV wraps, brochures, booklets, logos, packaging designs, product labels, large format graphics, banners, posters, view-thru graphics, hangers, rack cards, email marketing campaigns, and other materials for dealerships, as well as for in-house
- Worked with individual dealerships to create targeted marketing collateral for the service department. After roll out of new designs, each dealership saw a general growth in sales
- Worked with senior leadership to develop new process for creative builds. Rollout of the new process saw 40% less time spent on creative development
- Developed training and product education tools to help increase sales for service department
- Managed distribution of all advertising materials, while performing project management and managerial office duties, serving as a front door for assisting and servicing client

2007-11: Art Director - Rival School Design

- Conceived and designed various marketing & advertising materials, including print and web designs for a variety of companies and events. Some include: The Marketing Group, YWCA, Nuleaf Media, thewildhoney pie.com, and French Consulting Group
- Assisted in and led social media and email marketing campaigns promoting Richmond Fashion Week, as well as The Daily Planet Medical Respite opening

2008-10: Art Director | Senior Graphic Designer - The Marketing Group, LLC

- Performed a lead role in the design and production of a variety of marketing and advertising materials
- Projects included sponsorship packages for multiple events, print and digital ads, art directed photos, as well as designing the template spread for the company's flagship magazine, Premiere

2006-08: Graphic Designer | Prepress Technician - B.C.T.

- Duties included designing and creating mock-ups, typesetting, plating, color correction, proofing materials prior to production, utilizing photography, and converting artwork into digital images

SKILLS

- Adobe CC: Photoshop, Illustrator, InDesign, Lightroom, Dimension, After Effects, Premiere, XD
- Sketch, InVision, Axure RP, MockFlow, Figma
- Final Cut Pro, Corel VideoStudio, Magix Movie Edit Pro, iMovie
- Content Management Systems: Wordpress, Squarespace, Joomla, Weebly, Wix, Webflow
- Constant Contact, MailChimp, Serviceminder.io
- Microsoft Office: Word, Excel, PowerPoint
- iWork: Pages, Numbers, Keynote