

Results-driven, creative leader with over 20 years of experience across a variety of industries including pharmaceutical, healthcare and CPG. Extensive experience in all aspects of directing creative and production teams including building and leading high-performing teams, re-defining agency SOPs, designing and training practicums agency-wide while leading with a servants heart. Collaborative communicator demonstrating ability to partner with cross-functional groups, clients and agency partners to achieve set goals.

CORE SKILLS

- > Leadership & Development
- > Building & Leading High-Performing Teams
- > Omni Channel Marketing & Strategy
- > Cross-Functional Partnership
- > Content Creation/Photography
- > Project Management
- > Vendor and Freelancer management
- > Excellent Verbal & Written Communication
- > Client Relationships
- > Brand Development & Positioning
- > Conceptual Ideation
- > Graphic Design

PROFESSIONAL BACKGROUND

Consultant Creative Director , Sarasota, FL	2023 to Present
MARS UNITED COMMERCE , Southfield, MI and remote	
Vice President Creative Director Production Services	2015 to 2023
Vice President Creative Director	2012 to 2015
Creative Director	2008 to 2012

Built, mentored and coached a world-class, highly distributed workforce of 46 exceptional creative talent across various disciplines: Production Artists, Digital Designers, Retouchers, Digital Asset Management Specialists, Art Buyers, Copy Editors and Quality Assurance Managers. Accomplished during the pandemic and with virtual teams.

Operations production lead responsible for yearly SOW planning, business development: strategic vision, performance monitoring, budget management, staff reviews/yearly compensation/bonus recommendations and promotions. Wrote all department candidate job descriptions, interviewed and hired all roles, led onboarding initiatives with mid-level leadership team and roll out new hire onboarding practice for production.

Partnered with project management to plan, define and rollout SOPs pertaining to Asana across agency. Monitored daily to assure client projects hit their goals for budget, quality control and timely dispatch.

Mentored diverse team to build internal relationships, trust and comradery.

Directed three national OTC switches for Chattem/Sanofi: Allegra, Nasacort and Xyzal.

Won and directed the OTC Allergy "Category responsibilities for CVS Health" that resulted in driving \$46MM and \$56MM in sales in 2011-2012 and a scaled partnership with CVS Health.

PROFESSIONAL BACKGROUND (continued)

Successful track record leading an interdisciplinary creative team. Demonstrated strong leadership skills and an ability to organize, motivate and problem-solve creative challenges while clearly articulating expectations.

Strong collaboration skills used to effectively build relationships with key stakeholders across all organizational levels.

Highly organized Creative Director with a strong project management foundation. Prioritized and multitasked conflicting deliverables with a significant attention to detail, maintaining tight adherence to strict timelines.

Noted Accomplishments

- > Managed client portfolios worth \$80MM and oversaw 400+ projects per week.
- > Collaborated with Creative Brand leadership to prioritize overflow solutions and reduce strain on staff.
- > Expanded revenue by 15% by optimizing retouching, QC, art buying and asset management practices.
- > Collaboration with IT to resolve cloud-based server issues, saving \$250,000 annually by moving to Box.
- > Identified and implemented new SOPs that increased efficiency by 50% across the life of a job.
- > Brought in state-of-the-art software package, reducing hand-offs between creative and production by 75%.
- > Mentored Production Leadership Team, resulting in their promotions and enhanced conflict-resolution skills.
- > Received The Hub Prize Silver and Design of the Times Awards for Allegra CVS Health campaigns.
- > Awarded "CVS Health Supplier of the Year" for consecutive years due to innovative strategies and effective in-store placement.
- > Generated \$16MM in incremental sales at CVS Health through a commitment to innovation.
- > Achieved 12.9% sales growth in strategic Retail channels for Similac Ready Pac by clearly demonstrating packaging innovation benefits to parents.
- > Led the creative team that won the Clorox business (\$6MM). Keys to success: teamwork, communication skills, time management, collaboration, adaptability, critical thinking and business problem solving.

EDUCATION, TRAINING AND CERTIFICATIONS

Bachelor's Degree: Graphic Design Eastern Michigan University

Clinical Research Certificate Boston College Connell School of Nursing

Traliant Unconscious Bias

Walmart Connect WMC Certification

TECHNICAL EXPERTISE

Adobe Suite InDesign, Photoshop, Illustrator

Microsoft Office Word, PowerPoint, Excel

Project Management Asana, Basecamp

Communication Slack, Teams

Other Prezi, Google Slides, Keynote, ESKO Studio

BRAND EXPERIENCE

Mars Wrigley, Abbott Nutrition, GSK, Chattem, Clorox, Whirlpool, KitchenAid, Keurig/DrPepper, Revlon, Colgate, Chrysler, Meritor Automotive, Detroit Diesel, Ralph Lauren Polo, Bacardi, Tillamook, Henkel, Campbell's, Pepperidge Farm, Walmart, Samsung, Milk Pep, Chobani, Energizer, and Conagra.