

EXECUTIVE SUMMARY

► Creative Services People Leader

Creative leader with 16+ years of experience directing high-performing teams across web, digital, print, and video platforms. Known for building unified brand experiences and leading impactful design initiatives that combine storytelling, user-centered design, and strategic data insights. Skilled at managing multiple brands and stakeholders simultaneously, with a proven track record of improving creative operations, streamlining workflows, and driving measurable growth. Strong background in branding, creative direction, UX, and web development, with a focus on cross-functional collaboration. Passionate about mentoring teams, elevating design standards, and delivering results that align with both customer needs and business goals.

CORE SKILLS

- **Creative & Brand Leadership:** Brand Strategy · Creative Direction · Visual Storytelling · Cross-Functional Collaboration · Team Leadership · Vendor Management · Project Management · Change Management · Quality Assurance · Strategic Planning
- **Design & Production:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, etc) · Web Design · Print Design · Email Design · Presentation Design · Copywriting & Editing · Video Production · AI Tools (Design, Copy, Video, Code)
- **UX, Web & Digital:** Brand & UI Design · UX Research & Testing · Wire framing & Prototyping · User-Centered Design (UCD) · CMS Platforms (WordPress, Custom CMS) · Front-End Code (HTML, CSS, JavaScript) · SEO / SEM
- **Analytics & Optimization:** Web Analytics Tools (GA4, GTM, GSC) · CRM Tools (Salesforce, HubSpot) · Performance Reporting · Heat mapping · Data-Driven Decision Making
- **Technical & Business Tools:** Microsoft Office Suite (Word, Excel, PowerPoint) · Windows & macOS · Collaboration Tools · B2B & B2C Strategy

PROFESSIONAL EXPERIENCE

► MyComputerCareer - Apex, NC

October 2020 - Present

Director of Creative and Web

Lead and direct the Creative Services and Web departments consisting of graphic design, video production, copywriting, and web design/development. Oversee the creative vision and operational execution for multiple brands under the MyComputerCareer umbrella. Collaborate closely with senior leadership and cross-functional departments to develop strategic, data-driven marketing and communication solutions across digital, print, video, and experiential platforms.

- Spearheaded a full rebrand of the organization, including creation of brand guidelines, visual identity, logos, typography, and tone of voice
- Launched a complete redesign of the company's website to enhance UX, site performance, and lead generation—resulting in a 37% traffic increase and 24% boost in conversions
- Elevated SEO score from mid-30s to high 80s/90s and improved site speed by 42%
- Reduced web development costs by 60% by hiring internal dev talent and refining vendor partnerships
- Integrated AI into creative workflows—enhancing efficiency and quality across design, writing, SEO, and video
- Created and built a full production video studio to support instructional videos, live streaming, and podcasts, further expanding multimedia capabilities and brand reach

ADDITIONAL PROFESSIONAL EXPERIENCE

► **Uline Shipping Supplies** - Pleasant Prairie, WI May 2018 – December 2019
Web Design Manager

Co-directed the web design team of 17 members, including Web Designers, Developers, UI/UX Designers, and Merchandising Specialists within the Creative department. Partnered closely with the company owner and VP of Creative to update visuals and front-end code for homepages, class, group, item, and mobile web pages. Managed strategic planning and employee engagement for the web design team, while overseeing the creative process and approvals.

- Led the transition of the mobile website hosting from a third-party vendor to internal servers, improving site control and performance
- Restructured web design workflows and project timelines, reducing turnaround times by 50%
- Directed the implementation of product page copy focused on Uline benefits, which decreased bounce rate and increased conversion rate by nearly 10%
- Developed and implemented a comprehensive workflow template to improve project management and communication across web design projects

► **Comcast Spotlight** - Englewood, CO September 2012 – March 2018
Manager of Interactive Media/Graphic Design

Managed a creative team of six, including Interactive Designers, Graphic Designers, and Coordinators, producing digital and print advertising for a wide range of clients. Collaborated closely with sales to deliver high-impact digital creative such as in-banner videos (IBV), interactive TV ads, online banners, print materials, and web pages.

- Reduced creative turnaround time from 5 days to 2 days by implementing new processes and a streamlined request system in partnership with IT and Engineering teams
- Scaled monthly digital advertisement production from 75 to over 1,300 ads, contributing to a revenue increase from \$17 million in 2013 to over \$26 million in 2017
- Built and staffed the Interactive Media and Graphic Design team from the ground up, hiring qualified designers within 3 months to support department growth
- Created an online workflow request system to manage all creative projects—from Sales and Marketing through production—streamlining project intake, prioritization, and delivery
- Awarded the 2015 GEM Award for outstanding customer service and team leadership

► **RealPrompt** - Louisville, KY November 2008 – March 2012
Director of Online Creative

Led both the online design and IT teams, managing company websites, print materials, webinars, and video production. Oversaw the creation and implementation of all internal and external software applications developed by contractors and vendors. Drove improvements in digital presence and user engagement through targeted SEO and content strategies.

- Increased website traffic from a few hundred to over 10,000 weekly visitors by implementing effective SEO and SEM strategies
- Boosted online sales by 48% in 2010 and 35% in 2011 through improved digital marketing and website enhancements
- Spearheaded SEO initiatives that positioned company websites among top search results on Google, Yahoo, and other platforms
- Created instructional videos used as sales tools to support real estate agents, enhancing training and customer engagement

ADDITIONAL PROFESSIONAL EXPERIENCE

► **General Electric (GE)** - Louisville, KY

May 2005 – November 2008

Web Design Information Architect

Collaborated closely with cross-functional teams to design professional web pages, e-commerce sites, and interactive campaigns that promoted GE businesses and partners. Applied user experience studies and testing to create wireframes, mockups, and design elements that enhanced site usability and engagement. Worked with international offshore development teams to ensure smooth project execution.

- Led design and UX efforts for the 2008/2009 redesign of geappliances.com, significantly improving user experience and site functionality
- Designed and developed interactive promotional websites and sweepstakes for the 2006 Winter Olympics and 2008 Summer Olympics, including Flash animations and ActionScript coding
- Co-designed the 2008 monogram.com informational website, leveraging wireframes, mockups, and user testing to optimize the user journey
- Managed internal and external newsletters for various GE divisions, handling layout design, copy editing, and HTML coding to communicate effectively with employees and customers

► **Zale Corporation** - Irving, TX

September 2012 – March 2018

Senior Web Graphic Designer

Led design efforts for multiple e-commerce and marketing initiatives across various Zale brands, including Zales.com, Gordons Jewelers, Bailey Banks & Biddle, and more. Developed user-friendly catalogs, flyers, and email campaigns, ensuring brand consistency and a high-quality customer experience.

- Senior designer responsible for bringing Zales.com into the top 50 retail websites for 2003 and 2004
- Optimized website image assets, increasing page load speed by 46% and enhancing user experience
- Designed and executed all email marketing campaigns for Zales and affiliated brands, boosting customer engagement
- Led redesign and launch of Zales.com, Zale Corporation, and Bailey Banks & Biddle e-commerce websites, elevating visual appeal and functionality
- Created landing pages and microsites for Gordons Jewelers, Peoples Jewelers, Mappins, Piercing Pagoda, and Zales Outlet, driving targeted marketing campaigns

► **HealthMates International** - *Media/Graphic Designer*

1998 - 1999

► **Kelly Temporary Services** - *Contractor (Computer Applications and Design)*

1995 - 1998

EDUCATION

► **Master of Business Administration (MBA)**, Kaplan University - Ft. Lauderdale, FL

► **Bachelor of Science (BS)**, Psychology, Northwestern State University Louisiana, Natchitoches, LA

► **Associate of Applied Science (AAS)**, Multimedia and Web Development, Art Institute of Dallas, Dallas, TX