

## credentials

### MGN Design Group: 3/2009–present, Atlanta, GA

► Role: Creative Direction & Execution ► Responsibility: Conception, development, and management of creative.

**Overview:** Design & brand strategy for clients such as GMAC Insurance, Reed Construction Data, American Institute of Architects, CompuWise Compensation Consultants, Performance Plus Marketing, Novo Nordisk, FleetCor, Simmon's, Goldberger Law Agency, and The Incentive Team with their marketing & advertising needs.

### Aspen Marketing Services (Agency): 4/2006–3/2009, Atlanta, GA

► Role: Creative Director ► Responsibility: Hewlett-Packard account: brand, advertising & studio management

**Overview:** Managed and designed creative for several of HP's global products. Materials consisted of data sheets, brochures, direct mail, product launches and guides, trade show development & online materials. Print materials were designed for US and overseas markets (A4 size). Directly interfaced with clients for meetings, yearly planning and presentation of studio concepts. Conceptualized projects based on the client's marketing plan, oversaw studio implementation, deadlines, time estimates, brand compliancy, management, critiquing of each project, & team management and mentoring.

Assisted transition of HP's brand into a secondary phase and oversaw the redesign of existing collateral into a new brand standard. Achieved agency of record status for the HP Halo Telepresence Solutions group. Created a sub-brand for Halo enabling them to quickly sell to both domestic and foreign markets.

Worked with the following HP divisions: Software Licensing & Management Services (SLMS), DesignJet/Graphic Elite Design, Personal Systems Group (PSG), Technical Solutions Group (TSG), & Halo Video Telepresence Solutions. Traveled up to 25% of the time to client sites & managed the studio remotely.

#### Achievements at Aspen:

Less than one year of taking over the account doubled its profitability with half the allocated resources. Transitioned and re-established the HP account from Aspen Boise to a new creative division in Atlanta, which required building my own staff. Maintained the existing HP client base, salvaged groups that had migrated business away from Aspen, & added additional HP clients.

Assisted on other accounts and acquisitions such as: AirTran, AmSouth Bank, Georgia-Pacific, GMAC Insurance, Home Depot, Nissan, Standard Insurance, and SunTrust Bank. The executive team often took me along to help pitch & win new business, even if my group was not executing for the account win.

#### Skills:

Team management, brand management, scheduled jobs and staff, time management, worked with remote client, pitch/win new business (non HP related), managed client expectations, attended client meeting, presented creative & gathered feedback for studio execution.

#### Why am I no longer there?

Aspen cut positions nationwide, closing offices & consolidating remote divisions into its home office in West Chicago, eliminating my team in the restructure.

### General Motors Acceptance Corporation (Corporate): 10/2002–4/2006, Atlanta, GA

► Role: Creative Director/Lead - Brand ► Responsibility: Development, implementation, & management of re-branding

**Overview:** Founding team member. Planned and re-instated the GMAC Insurance Creative Services department. Responsible for developing, managing, and integrating GMAC's new brand identity corporate-wide to its 15+ affinity groups and devised co-brand strategies. Cross-marketed products to vertical segments for GM Mortgage, Finance, Credit Card, Family First, and GM car makes/models at the dealer level. Created and maintained the brand guidebook and oversaw Phase II development of GMAC brand.

**Marketing Efforts (from concept to completion):** Corporate Division: created and oversaw development of all B2B and B2C collateral; Broad Market Division: produced billboards, web banners, e-mails, newspaper, trade, and yellow pages advertising, and vehicle wraps; Agent Division: produced collateral & POP, national signage program, dealership kiosks, business cards; Trade Shows Division: booth designs, support collateral and premiums; Photography Division: directed brand photo shoots, negotiated/purchased photos, managed rights and maintained library; Direct Mail Division: created campaigns concepts & testing for all divisions. Authorized brand approval on all materials created internally & externally.

#### Achievements at GMAC:

Re-branding them was a great career opportunity that complimented my structured work & management style, & creative design methodologies. Note: Creative positions for GMAC were contract only.

#### Skills:

Brand development & implementation, creation of a brand style guide, plan & direct photo shoots, create sub-brands, delegate work within the studio, print production & vendor liaison, & interfaced directly with client.

### MarketingWorks Creative Solutions (Agency): 4/1996–10/2002, Dunwoody, GA

► Role: Art Director ► Responsibility: Lead designer, studio & vendor management

**Overview:** Founding team member. Helped build agency from the ground up. Executed creative from concept to completion or delegated designs to staff members for execution. Attended client meetings with



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## credentials (continued)...

account executives to “sell” ideas. Managed printer vendors, negotiated bids, attended press checks, and coordinated with publishing companies. Directed photo shoots and executed tabletop photography. Assured brand standards of clients were maintained and responsible for system and equipment upgrades/needs.

### Achievements at MarketingWorks:

Helped start an agency, which was small in size, but sold big. Diversity of the client roster made no two workdays the same. Learned how to tap into clients' brand & produced work that looked like it had come from their own in-house department or agency of record.

### Skills:

Concept-to-completion design, interfaced & managed vendors, attended press checks, bid negotiation, brand standards champion, and estimated time allocated in studio for projects.

### Miller Graphic Design (Agency): 2/1996–4/1996 (92–93, 95 freelance), Gwinnett, GA

▶ Role: Graphic Designer - Environmental Brand ▶ Responsibility: Execute environmental brand designs

**Overview:** Created way finding graphics and collateral design for a variety of industries and businesses.

### Achievements at Miller Graphic Design:

Created environmental graphics for the 1996 Olympic games for MARTA and the Georgia DOT. It was a great opportunity to participate in part of Atlanta's history.

### Skills:

Environmental branding, sketched and gathered environment placement on location, worked from a style guide and templates.

### Offset Atlanta, Inc. (Commercial Printer): 4/1995–2/1996, Norcross, GA

▶ Role: Graphic Designer ▶ Responsibility: Design & production

**Overview:** Hired to grow Offset Atlanta's in-house design capabilities for their customer base.

**Achievements at Offset Atlanta:** Working briefly for a commercial printer was an invaluable experience and allowed me to excel at knowing what to supply printers and how to work with them.

### Skills:

Design, press checks, production, pre-flight files, graphics account management.

### Kennesaw State University (Dept. of College Relations): 4/1991–5/1994, Kennesaw, GA

▶ Role: Junior Designer ▶ Responsibility: Assistant to lead designer

**Overview:** Concepted & created college promotions, programs, catalogs, direct mailers, invitations, & brochures. Managed design accounts & print bids, production, & attended press checks.

### Achievements & Skills:

Design, press checks, production, vendor/bid management.

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## Software Skills:

CS5 Suite: InDesign, Adobe Illustrator, and Photoshop, Acrobat, iMovie, & QuarkXpress. Microsoft suite. Social media savvy. Basic understanding of HTML/CSS, but do not consider myself a programmer.

## Education:

Kennesaw State University, Bachelor of Arts, cum laude

Major: Graphic Arts (4.0 GPA), Minor: Communication (4.0 GPA), Overall GPA of 3.7

Attended on the KSU Foundation scholarship & Salova King scholarship

## Clients:

AARP	Crawford Long Hospital	J.R. Hanger Orthopedics	Peachtree Software
ADP Electronic Banking	Fifth-Third Bank	Infistar	Performance Plus
Agnes Scott College	FleetCor	Johnson Controls	Pets Are People Too
Air2Web	Fulton County Judicial Sys.	Kennesaw State University	Philips Electronics
AirTran	Georgia Baptist Hospital	MARTA	PM Reality
AmSouth Bank	Georgia State University	McKessonHBOC	Remote Vet
Akzo Paints	GE Capitol	MCI	Ryder Motorcycle
Alogent	Georgia DOT	Napa Auto Parts	Snapper
Atlanta Regional Commission	Georgia Natural Gas	NationsBank	Suntrust Bank
Best Software	Georgia-Pacific	Netifice	Teachers Credit Union
Bellsouth	Good Sam Club	NetZip	TRC Staffing Services
BP Fuel	Georgia State University	Nissan	Woodland Ridge Hospice
Bradley-Morris	GMAC Insurance	Novo NorDisk	Veterans of Foreign Wars
Columbia Hospital	Hewlett-Packard	Olympic Games Committee	
CoreNet	Home Depot	Onyx-Mansfield	



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