

A socially minded creative leader with a proven record in the online creative, digital marketing, advertising and television industries. Experienced in leading and motivating teams, as well as conceptualizing and executing marketing plans. Focused equally on the desire to aesthetically express and fiscally impress.

NEWEGG, Inc

Creative Director Los Angeles, CA 2013 – 2016

A leading electronics-focused e-retailer (www.newegg.com) founded in 2001

- Lead and managed the development of all creative assets for individual marketing campaigns including web, email, social media, video and print
- . Created brand identity systems, and synched all marketing channels (email, web, video) to create innovative visual solutions that meet business needs
- Allocated resources and held 20 team members accountable for the on time, on-budget delivery. Maximized spend, made trade-off decisions. Drove ROI.
- . Won online marketing platforms for Intel, Samsung, Microsoft, Seagate, Acer, and Asus
- . Supervised 700+ videos annually to innovate how brands use video content
- . Created flagship shows for the DIY/Gaming enthusiasts supporting NeweggTV's Youtube 430+ subs
- . Spearheaded the development of Newegg Studios, a 5000 sq. ft. video production facility
- . Developed an online video shopping platform on Newegg.com called Newegg.TV

LUNCHBOX

Creative Director Los Angeles, CA 2011 – 2012

A shopper marketing agency, turning shoppers into buyers by creating custom content to drive sales through retail partners. Solutions: online, mobile devices, in-store retail TV networks and POP display

- . Built marketing platforms for Nestle, Unilever, Disney, Neutrogena, and Johnson & Johnson
- . Spearheaded creative marketing for new business: Nickelodeon, Mattel, Dove, and Magnum
- . Developed annual marketing calendar to support organizational objectives
- . Spiked shopper engagement through original content: interactive tools, brand games and videos
- . Drove creative vision and directed a team of 15 designers and copywriters

TRIAD DIGITAL MEDIA

VP. Creative Tampa, FL 2007 – 2010

Online marketing company helping retail websites create online solutions for Fortune 100 companies

- . Developed business with: Walmart.com, CVS.com, Sam'sClub.com, Dell.com, ToysRUs.com, Dell.com
- . Won platform pitches for: Frito-Lay, Kraft, Campbell's, Hallmark, GSK, J&J, and SCJ
- . Produced content-rich category platforms on WM.com and SC.com: featuring tips, tools, videos, articles, recipes, coupons and samples to engage, inspire and connect with shoppers
- . Results measure 25% increase in revenue in 2010 and 677% over 3 years
- . 3+ years managing and developing creative department from 18 to 40 members strong

WALKER BRAND COMMUNICATIONS an advertising/communications firm

Associate Creative Director Tampa, FL 2006 – 2007

. Provided creative services that include: marketing, print, broadcast and online advertising

HOME SHOPPING NETWORK a 24/7 shopping retailer

Director On Air Design and Promotion St. Petersburg, FL 2003 – 2006

- . Provided strategic oversight, creative execution & final approval of all on air design and promotion activity including brand initiatives, cable networks (HSN) and partnership/affiliate marketing efforts
- . Developed promotional campaigns and innovative channel packaging for TV and Web channels, including brand, tune-in, direct sell for: Wolfgang Puck, Gateway, Sprint, Susanne Somers, Todd English
- . Managed projects, department priorities, schedules, and partner/client creative reviews
- . Motivated a team of 12 staff writers, producers, and designers

HVH CREATIVE DESIGN

Principle Berlin, Germany Los Angeles, CA 2000 – 2003

- . Full design and branding boutique specializing in TV marketing
- . Clients include: Klasky-Chupo/Style Network's re-design, That 70's Show promo, RTL TV re-design, Deutsche Welle TV network re-design, main titles for Germany's top 10 rated TV Movies

ONYX MUSIC NETWORK

Design Director On / Off Air Cologne Germany 1998 – 2000

- . Created network's re-design with a staff of 2 designers
- . Directed off air ad campaigns and tracked on/off air continuity

SIX-O-ONE VIDEO

Design Director Cologne Germany 1997 - 1998

. Created main titles, show packages, and network identities for German TV networks: RTL, Sat1, Pro7

RTL TELEVISION Germany's market leader and Europe's largest network

Design Director On Air Promotion Cologne Germany 1996 – 1997

- . Conceptualized and delivered graphic solutions for 11,000 on air promos a year
- . Won 250,000 DM account for RTL's "News" trailer

JACOBS & GERBER Ad Agency

Designer / Art Director Los Angeles, CA 1994 – 1996

. Created on air promotion for CBS TV and trade ads for Paramount TV shows (Duckman, Maury Povich)

CAPITOL RECORDS

Designer / Art Director Los Angeles, CA 1989 – 1993

. Produced award-winning projects for MC Hammer, Television, Mazzy Star, Judy Garland, School of Fish, Butthole Surfers, Blind Melon, and MTV "Vote Loud" Poster campaign

OTIS PARSONS SCHOOL of DESIGN

BFA in Communication Design Los Angeles, CA

AWARDS

AIGA, ADDY, PROMAX, BDA, ADDY, TELLY, MOCA tribute to LA Artists, Women In Graphic Design by City of LA