



## **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