

Creative Skill Areas
creative direction
concept development
content strategy & writing
branding & logos
print design
motion graphics
web design
web development
photography

Personal Strengths
leadership & mentorship
analytical & creative thinker
research-driven strategy
attention to detail
organized workflow
agile & rapid skill acquisition
punctual project execution

Software Skills
Mac OS, Windows
InDesign, Illustrator, Photoshop
After Effects, Media Encoder
WordPress, Figma
The Brief HTML5 Ad Platform
Google Workspace
Apple iWork, Microsoft Office
Asana, Teamwork, Monday

Experience

BRK Global Marketing // March 2021–October 2026; Charlotte, North Carolina (remote in Alabama)
Design Director/Senior Designer (April 2026 - October 2026)
Art Director/Senior Designer (March 2023 - April 2026)
Senior Designer (March 2021 - March 2023)

Worked as a hands-on senior graphic designer/director in the day-to-day design work while taking on team lead and leadership responsibilities as promoted to director positions on a multi-disciplinary team.

Developed creative, strategic marketing solutions for local and national clients. Project experience in branding, logos, quarterly campaigns (POP, OOH, digital ads), email, collateral materials, social ads, motion graphics, environmental graphics, website design, and more. Developed campaign concepts and presented work to clients. Worked independently from concept to completion and as design lead, passing concept/art direction approvals to design team members to version.

Leadership responsibilities included serving as art director with no acting design director, being on the company's leadership team, providing design team yearly reviews, and project management. Provided direction and internal feedback/approval on design deliverables, served as a mentor to designers, and hosted lunch and learns. Reengineered the design team to consist entirely of senior art director talent, shifting the agency's market positioning. Oversaw agency rebrand and developed positioning strategy.

Reflex Blu // November 2015–March 2021; Birmingham, Alabama
Art Director. Worked individually or as part of a multi-disciplinary team to establish and execute creative marketing and advertising solutions for locally and nationally based clients. Project experience in branding; publications; direct mail; print and digital display advertisements; motion graphics, such as promotional videos and social ads; custom website design and development using Wordpress; high-impact pieces; collateral materials, and more.

TMC Furniture // November 2012–September 2015; Ann Arbor, Michigan
Assistant Manager of Marketing and Design. Worked with head designer to design marketing materials, such as brochures, email blasts, and trade show materials; oversaw company's web design and social media channels; collaborated on product development; established and guided brand management.

Auburn University Office of Alumni Affairs // January 2008–May 2009; Auburn, Alabama
Student Graphic Designer. Assisted in selecting photography and producing alumni magazine page layouts; designed conference materials, marketing, and membership collateral; updated website.

Zoo Atlanta // May 2008–August 2008; Atlanta, Georgia
Multimedia Intern. Assisted in designing marketing materials including rack cards, brochures, a DVD cover, an attraction sign, and banners; gained an understanding of how graphics departments work with public relations teams to maintain a consistent brand image.

Education

Auburn University // Auburn, AL
B.F.A. in Graphic Design, May 2009
Summa Cum Laude
GPA: 3.91/4.0; College Rank: 2

Savannah College of Art & Design // Savannah, GA
M.A. in Graphic Design, June 2012
GPA: 4.0/4.0

Awards & Achievements

MarCom Awards // 2024; Thompson Child & Family Focus branding, platinum
Davey Awards // 2024; Thompson Child & Family Focus branding, silver
Communication Arts // 2024 Interactive Competition; Bending the Arc Project website, finalist
MarCom Awards // 2023; Cotton Incorporated Lifestyle Monitor™ website, platinum
Telly Awards // 2023; *Bending the Arc: Origins* film, 3 silver awards; recognized as standout entry
Hermes Awards // 2023; Xebec logo, platinum; Cotton Incorporated Lifestyle Monitor™ website, gold
Davey Awards // 2022; Bending the Arc Project website, gold; Mer&Co logo, silver

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