

CAREER SUMMARY

I'm an innovative and results-driven Digital Creative Director with extensive agency experience in creative concepting and design across B2B and B2C clients. My collaborative and hands-on approach has led to proven success designing inventive and delightful digital marketing pieces that differentiate while delivering on brand promise. My goal oriented work ethic drives smart creative that boosts return on investment.

Sample client list: *Accenture, SAP, Ego Power Plus, Wahl Home Products, Turtle Wax, Bakers Square & Village Inn, Land O' Frost, Peapod, Indiana University Health, Advocate Healthcare, Blue Cross Blue Shield of Illinois, First Tennessee Bank, MB Financial Bank, Museum of Science and Industry*

EXPERIENCE

Omobono, London U.K. / **The Marketing Practice**, Seattle WA.

2021 – 2023

Senior Creative Designer 2021 – 2023

Responsible for the design of numerous brand-awareness, thought-leadership, event and lead-generation pieces targeting C-Suite personnel for two B2B juggernauts while working remotely within Omobono's (recently acquired by The Marketing Practice) global design team. Evolved the client's brand patterns in new, surprising and sophisticated ways while maintaining adherence to established brand guidelines. Concepted, designed, sourced, edited and produced digital projects and collaborated with clientele whenever possible.

Industries: *Two Fortune Global 500, Business-to-business, Technology and Consulting Industry Leaders*

- Developed concepts, created storyboards, sourced clips and soundtracks, animated and edited footage and added voice overs as necessary for several videos to aide recruitment, increase brand-awareness and promote thought-leadership content.
- Designed, sourced, and produced a multitude of animated, carousel and static social units for several industry verticals on a variety of platforms to increase brand awareness, promote events and social interaction, and drive traffic to thought-leadership content.
- Evolved brand patterns while creating various presentations, slide-shares, reports, whitepapers and summaries to promote thought-leadership and sales content targeted at C-Suite customers and internal decision makers.
- Concepted, designed and produced several miscellaneous marketing projects from display banners to emails and site content pages utilizing and evolving existing brand elements.

Danfinchdesign, Chicago IL.

2008 – 2023

Independent Art Director & Interface Designer 2008 – 2023

Grew a substantial book of business across B2B and B2C client segments.

Industries: *Arts & Entertainment, Consumer Packaged Goods, Education, Professional Services, Technology*

- Work included creative strategy, brand development, concepting, visual design, and development.
- Project work included website, digital display, email and interactive newsletters, landing page design, and video design/development; collateral, and print campaign creation.

HY Connect (rebranded as Merge Worldwide), Chicago IL.
Digital Creative Director

2010 – 2017

Drove creative, strategic and executional direction for the entire agency client roster across all digital channels. Served as agency's digital leadership in new business pitches, external reviews, results briefings, and summits. Successfully built, managed and developed a digital creative team with a strong focus on communication, creative autonomy, project ownership, product quality and efficiency.

Industries: Arts & Entertainment, Consumer Packaged Goods, Financial Services, Healthcare

- Directed end-to-end creative leadership for top agency client, exceeding consumer brand affinity and awareness scores for six consecutive years
- Created the agency's first large-scale experiential marketing campaign for the Museum of Science and Industry resulting in one of the top fourth quarter attendance levels on record.
- Strategized, conceptualized, directed and executed the agency's most viewed and engaging social influencer campaign resulting in over 500,000 views and 75,500 engagements.
- Created and directed all digital marketing materials for the newly developed battery-powered lawn care brand launch resulting in Home Depot distribution and receiving the top 5 product listing in its class.
- Developed the digital campaign strategy and assets for a new product launch which doubled expected first year growth.
- Provided user-experience and creative leadership for numerous in-house and third party developed site builds (both Agile and Waterfall) resulting in expanded scope and new business opportunities.
- Extensive experience providing direction to third party vendors: freelancers, directors, developers, editors, storyboard artists, AE animators, photographers and talent.
- Defined campaign and analytics strategies to measure and optimize creative effectiveness.
- Developed and implemented several business processes and tools to improve internal efficiencies and speed to solution for our clients.

Chaffee Group, Chaffee Interactive and ePublishing, Inc., Chicago, IL.

2000 – 2008

Creative Director & Senior Interface Designer 2007 – 2008

Art Director & Interface Designer 2000 – 2006

Responsible for all creative strategy, concepting, visual design, and brand development for agency from initial RFPs and client goal assessment through final production. Contributions ranged from strategic planning, creative direction and art direction to graphic design, coding and production management for both B2B and B2C clientele.

Industries: Financial Services, Human Resources, Information Technology, Insurance, Real Estate, Construction, Arts & Entertainment

- Created and maintained brand consistency between the client's advertising, PR, mar-comm, web-development and interactive marketing campaigns on a local, national and international scale.
- Responsible for IA/UX/UI and coding via HTML, CSS, Flash, or pre-packaged CMS. Implemented SEO best practices.
- Staffed, managed and developed the creative team.
- Created and presented new business spec work, RFP responses, and client development materials.

EDUCATION

Bachelor of Arts, Northwestern University

1998

COMPUTER SKILLS

Proficient in: Adobe CC (Photoshop, Illustrator, InDesign), After effects, Sketch, HTML, CSS, WordPress, Acrobat, Keynote, MS Office (PPT, Word, Teams)