

me

As an expert in brand management, creative leadership, and comprehensive marketing strategies, my role plays a crucial part in driving the progress and success of businesses. I focus intently on establishing and maintaining consistent brand identities, overseeing various creative projects to ensure coherence in visual content for both internal teams and external audiences. This involves developing brand personas that resonate universally, orchestrating cohesive visual campaigns that speak to the target market effectively, and implementing strategies that align with the overarching brand vision.

By leveraging my skills in brand stewardship and creative direction, I strive to elevate the visibility and impact of businesses, forging connections with consumers and stakeholders through compelling and cohesive brand experiences. Through a meticulous approach to creative direction and holistic marketing, I work to amplify brand recognition, foster customer loyalty, and drive business growth.

Skills

- Brand Identity
- Market Research & Analysis
- Creative Direction
- Content Creation
- Project Management
- Workflow
- Print | Tradeshow
- POP/In-Store Packaging
- Social Media
- Marketing
- Visual Storytelling
- Typography
- Color Theory

Technology

- Adobe Creative Suite
- Video & Animation
- Mac OS
- SaaS
- Figma
- Salesforce

- Leader in brand development and strategic execution, showcasing exceptional leadership abilities
- Seasoned in managing integrated creative teams, providing strong leadership and guidance
- Exemplary mastery of graphic design, consistently delivering creative, high-quality, efficient, and effective solutions for both print and digital platforms
- Proficient in utilizing Adobe Creative Suite software, including InDesign, Photoshop, Illustrator, including video creation and editing
- Deep understanding and passion for conceptual typography, design principles, color theory, and data visualization
- Proven track record in problem-solving and identifying innovative solutions
- Proven success in building brands from scratch, showcasing strong leadership capabilities
- Adaptable and collaborative leadership style, thriving in dynamic and fast-paced environments
- Highly skilled in time management, prioritizing deadlines, and achieving objectives within budget and expectations
- Technologically savvy with expertise in go-to-market strategies
- Highly organized and efficient planner, consistently delivering exceptional results within established timeliness
- Excellent written and verbal communication skills, providing clear and concise messaging
- Expert in managing vendors and employees, ensuring optimal partnerships and productivity
- Proficient in developing, executing, and expediting marketing objectives/campaigns, growth and strategy

Feb 2024 - Present

Creative Marketing Manager

FHC

Leads the company's marketing department, overseeing the creative development and execution of marketing campaigns. Working with cross-functional teams to create effective creative assets. Direct and lead both the design and production of marketing audio and visual materials.

- **Marketing Plans:** Creating and implementing tailored marketing plans that meet brand requirements.
- **Creative Direction:** Providing strategic guidance to the creative team on the creation of assets like graphics, videos, and other multimedia content.
- **Competitive Analysis:** Evaluating the effectiveness of marketing campaigns and strategies across different channels, such as social media and email.
- **Market Research:** Conducting market research and strategic planning to ensure campaign profitability.
- **Project Management:** Managing projects to ensure successful delivery and client satisfaction.
- **Workflow:** Supervising and developing the department's daily workflow, assigning project workloads, and monitoring deadlines and budgets.
- Lead the development and execution of the visual communication of the brand(s) and give direction to the design team for omni-channel assets.
- Excellence of craft – from conceptualizing, visual design, brand, user experience, strategy, through storytelling and business results.
- Work with cross-functional teams to produce new ideas for branding, promotional campaigns, and marketing communications.
- Evaluate trends, assess new data, and keep up to date with the latest marketing techniques.
- Create and implement tailored marketing plans based on individual brand requirements.
- Shape brand standards and create procedures to ensure all produced materials are brand appropriate.
- Supervise and develop the department's daily workflow, assign project workload, and monitor deadlines and budgets.
- Ensure on time and accurate delivery of all projects with an eye for detail.
- Demonstrate flexibility, organizational skills, and the ability to multi-task.
- Ensure high standards and quality across all work produced so that it is cohesive, consistent, and on brand.

Sept 2021-Sept 2023

Manager, Graphic Design and Brand Communications

BeiGene

Responsible for global brand identity, ensuring it is being met and is executed by speaking with one aesthetic feel, look and tone on all levels through the company a whole. Create elevated visual content and layout for both internal and external audiences. With an emphasis on digital communications and platforms, cross-functional liaison working with colleagues on design projects of all sizes of scientific information.

- Key contributor to the Corporate Communications team, providing expertise and guidance on design and branding best-practices.
- Owner of company style guides and ensure compliance and consistency throughout all materials across the organization.
- Create and update various types of print and digital content, including infographics, photography, video, posters, logos, and templates.
- Build, own, and maintain a comprehensive library of design assets for reusable, systematic designs/templates.
- Review, refine, edit, and prepare files for final delivery, which includes designing, proofing, retouching, pre- and post-production, versioning, resizing, and updating design assets with new images or copy as needed.
- Manage files from external vendors, contractors, and internal team as needed to maintain consistency across file naming, taxonomy, organization, tracking, and version control.
- Oversee corporate ad development.
- Assist in updating content imagery, including use of stock and original assets.
- Oversee third-party digital, print, and production agencies to develop quality, on-brand materials.
- Gather stakeholder inputs, incorporate feedback, and set expectations for project delivery.
- Organize and manage all design assets; provide access to partners/vendors/stakeholders as needed.

January 2015-Sept 2021

Manager, Creative Designer and Services (B2B2C)

TEMPOE, LLC

Experienced leader responsible for spearheading the development, management, and implementation of comprehensive creative initiatives for TEMPOE's enterprise clients to craft and execute impactful print and digital campaigns, strategically designed to drive customer acquisition and retention. Leveraging unique marketing strategies, I ensure the seamless integration of TEMPOE's brand story across all communication channels, including print, digital, video, and website. With a focus on delivering a consistent aesthetic, look, and tone for a cohesive brand presence that resonates with both B2B and B2C audiences.

- Spearhead creative strategy and collaborate directly with internal and external creative teams to formulate and execute successful marketing campaigns.
- Lead creative initiatives for B2B2C marketing, spearheading both direct print and digital campaigns that achieved a 140% targeted lease ROI for TEMPOE and generated \$34.8MM in retail sales.
- Drastically reduced average art costs by up to 75% through strategic utilization of cost-effective external resources.
- Led creative efforts for a Fortune 500 company trade booth, overseeing all aspects of the booth's look, design, setup/print, giveaways, attire, interactive games, and prizes.
- Employ a data-driven approach and in-depth market research to develop and implement impactful email marketing campaigns, leveraging rigorous quantitative analysis and aligning with overall business goals.
- Supervise the production of printed materials to bolster product awareness, brand identity, and sales.
- Collaborate with team and clients to address feedback and refine projects until all parties are satisfied, ensuring successful project completion.
- Develop and implement a systematic A/B split testing process to enhance user engagement and facilitate customer acquisition.
- Create persuasive sales presentations leveraging market trends, case studies, and analysis of campaign performance statistics to recommend optimized media solutions.
- Manage, evaluate, and identify internal and external vendors, as well as freelance artists and outside design services, ensuring high-quality deliverables.
- Exhibit strong leadership and planning skills, demonstrating exceptional organization and adept project and vendor management abilities.

Dec 2010 - Jan 2015

Senior Graphic Designer

Spectrum Marketing

Consistently delivered impactful collateral materials to drive repeat business and enhance brand visibility. Led and managed a team of seasoned graphic designers to achieve outstanding results for a wide range of furniture retailers. Spearheaded the development of custom-designed collateral pieces that significantly boosted ROI for these retailers resulting in a remarkable \$1.1 M in sales; direct mailers, digital email campaigns, loyalty programs initiatives, in-store advertisements, and other strategic marketing materials.

- Design Layout, Typography, Color Theory, Print Collateral, Trade Booth Displays, Large Format Printing
- Detail-focused, advanced in advertising, marketing, print and the pre-press industry
- Fusion Pro Applications and Variable Data
- Highly skilled with Microsoft Word, Excel, Power-point/Prezi presentations
- Proven ability to identify and implement improvements to streamline processes and increase efficiency and budgets
- Digital Campaigning; Click Dimensions, SendGrid
- Possess solid presentation, listening and communication skills with a keen attention to detail
- Quick turn-around time, ability to deadlines, extremely organized and possess the speed & accuracy to create the best outcome for all
- Managed problems with customer supplied files for press related issues (ie: spot & process color jobs, proper folding measurements, bleed)
- Executed Web, email campaigns including implementation and design with variable data

Jan 2001 - Jan 2008

Senior Graphic Designer / PRE-PRESS

RAM Printing

Highly experienced with graphic design, pre-press procedures. Handled multiple projects and performed within tight deadlines. Designed and prepared agency jobs for press, preflight and color correction.

- Recreated supplied artwork for press supplied by design agencies
- Designed logos, letterheads, business cards, brochures, catalogs, direct mail pieces, contracts, flyer's, posters, invitations, hotel directories
- Lead and managed enterprise accounts creating all POP collateral and marketing needs
- Large format tradeshow collateral

Education

2023

Marketing Channel Strategy & B2B2C Routes to Market Specialization

Emory University
Certificate

2021

Introduction to User Experience Design

Georgia Institute of Technology
Certificate

1996 -1998

Graphic Design & Illustration

New Hampshire College
Associated Degree

Associates Degree and graduating with high honors.