

PROFESSIONAL EXPERIENCE

BGE, INC. Houston, TX (2022-present)

Creative Director (2022-present)

Proven director-level manager with expertise that includes multi-channel creative strategy and brand management through print, digital, web, video, photography, copy, and social channels. Skilled in leadership of individual contributors to large teams, and cost-reducing, revenue-generating collaboration with in-house clients and external partners.

- Manage the brand for a \$500M engineering and design firm, including everyday maintenance of the brand standards and a currently in progress refresh of the website and brand style guide
- Collaboration with an internal team of engineers, developers, designers, and surveyors, to produce revenue-generating collateral for potential and existing private and public clients
- Coach a cross-functional creative team of three designers in the areas of Print Design, Digital Design, and Videography, building synergy with internal stakeholders and creating marketing assets that will stand out against our competitors
- Initiate, review and approve all print, digital, and video creative developed in-house across all marketing channels, building consistency and strengthening brand awareness and increasing our customer base

CONN'S HOMEPLUS The Woodlands, TX (2017-2022)

Creative Director (2017-2022)

- Manage the brand for a \$1.5B retail company, including everyday maintenance of the brand standards, a refresh of the brand style guide, and exploration of logo redesign and company renaming
- Creation and implementation of two private label brands in the Mattress (Dreamspot) and Furniture (Villa Hill) product categories
- Coach a cross-functional creative team of 7 associates in the areas of Print Design, Digital Design, and Copywriting, building synergy with internal stakeholders and creating marketing assets that twice allowed the company to experience its most profitable year on record
- Initiate, review and approve all print and digital creative developed in-house across all marketing channels, building consistency and collaboration between digital, print, OOH and POS, strengthening brand awareness and increasing our customer base
- Concept, develop, and execute biannual television marketing campaigns with a budget of \$1M, working in close collaboration with creative agencies and production agencies
- Communicate strategies and ROIs clearly with cross-functional stakeholders and compliance team, securing full buy-in and support for campaigns that will increase sales and brand awareness

SIERRA TRADING POST Cheyenne, WY (2000-2017)

Manager of Creative Services and Internal Communications (2009-2017).

- Director-level manager for a \$300M+ retail company, coaching a cross-functional creative team of 6 managers and 70+ associates in the areas of Print Design, Web Design, Copywriting, Photography, Graphic Services and Samples Acquisition, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Established an in-house video department, adding engaging product content to our website and delivering local and social advertising content, increasing online sales and decreasing third party costs
- Planned, developed and executed internal communication strategies, cultivating meaningful two-way dialogue across the organization to build associate engagement and increase bottom line performance
- Facilitated improved internal communications with global TJX partners, ensuring cohesive brand messaging and gaining leverage in the marketplace

Catalog Production Manager (2007-2009)

- Coached a creative team of up to 12 print designers, building synergy and creating efficiencies that allowed us to decrease costs while increasing YOY output by 10-20%
- Managed project budgets for strategic initiatives, providing communication and status reporting, while consistently coming in 10-30% under budget
- Initiated and led the creation, development, and administration of an internal database solution to house image and text assets, eliminating inefficiencies and cutting creative production time by up to 50%
- Collaborated with off-site business partners to build a skilled network of freelancers, printers, and paper brokers, building efficiencies and cutting costs

EDUCATION & PERSONAL DEVELOPMENT

Bachelor of Arts, Graphic Design, University of Wyoming, Laramie, WY (1990-1996, 2014)
Web Design Program, Laramie County Community College, Cheyenne, WY (2012-2013)
Leadership Cheyenne, Chamber of Commerce, Cheyenne, WY (2015-2016)
Lean Six Sigma, Yellow Belt Certification (2016)
Cheyenne Day of Giving, Board of Directors (2016-2018)