

OVERVIEW

Fresh marketing mind with the knack for award winning design and art direction, social media strategy and photography: I bring passion and innovative thinking to each and every project I am involved in. I hold a diverse marketing background with agency experience, in-house creative and large-scale freelance. I pride myself as a student of the Internet and crave being on the bleeding edge of industry trends and best practices

PROFESSIONAL EXPERIENCE

Javelin Inc, Direct and Interactive Marketing
Sr. Art Director

Irving, TX
2007 - Present

- Concept and execute interactive creative including emails, websites & micro sites, banners and web apps, for big name clients such as AT&T, ING, Mitsubishi, Conagra Foods and our agency's internal brand
- Designed User Interface and User Experiences for several clients, namely ING for a financial web app that allows you to compare your financial situation to other people like you – www.INGCompareMe.com
- Redesigned one of the agency's websites based on a Drupal content management system, using best practices and equipping it with a good foundation for SEO success - www.enterprisespectrum.com
- In-house photographer and videographer shooting photography and video projects for client advertising projects, client pitches and internal efforts

Design Guide, Magazine rebranding, web site redesign
Creative Director/Client Service

Dallas, Austin, San Antonio, TX
2009

- Rebranded an interior design magazine company including a new logo, new color kit, new typefaces and complete facelift of the magazine itself
- Designed and built a highly functional and ad revenue ready web site based on a Drupal content management system. The website features valuable ad space, an events calendar, blog and an intricate "Find a Resource" app - www.dgpublications.com
- Redesigned the company's media kit that is used as the main resource to educate and gain potential clients.
- Consulted the company's staff on best practices in blogging and social marketing, including tips on content strategy, SEO, search marketing and social media strategy

In-This-Economy.com, Blogging, Citizen Journalism, Social Media Strategy
Co-Founder

Dallas, TX
2009-present

- Co-founded and created comedy blog where we rant about the ever-decaying economy – www.In-This-Economy.com
- Spoke on a panel at SXSW about Citizen Journalism based on the success of the blog and as an established Citizen Journalist - it was awesome
- Apply industry best-practices and content strategy to ensure a steady increase in traffic and readership via search traffic, social marketing, and grass-roots promotions
- Landed top tier cross-promotion with CaseMate to distribute 2,000 co-branded iPhone recession cases at this year's SXSW Interactive festival

Texas Instruments
Web Marketing –Interactive Designer

Dallas, TX
2002 – 2007

- Designed, built and maintained TI's educational department website – www.education.ti.com
- Wireframed and designed several micro sites for ongoing marketing initiatives and promotions

SKILLS

- Marketing background: Interactive, Agency, In-House, Social and Search
- Nerd skills: Proficient in Adobe Photoshop, Illustrator and InDesign, CSS, HTML, CMS, Studio Photography
- Engaging presenter: Commanding presence, deft communication skills, magnetic personality, with SXSW panelist credentials