

summary

Creative leader with 15+ years of proven success driving award-winning brand storytelling, cross-channel campaigns, and high-impact digital content. Known for building strong creative cultures, developing top-performing teams, and delivering innovative solutions that elevate customer engagement. Expertise includes creative direction, brand development, operations oversight, and strategic collaboration across global networks. Passionate about leading teams to deliver work that is user-focused, aligned to business goals, and built for scale.

Creative Leadership | Creative Direction | Art Direction | Brand Strategy | Integrated Campaigns
Digital Media | Experiential Marketing | B2B & B2C Marketing | Content Development | Social Media
Email & Direct Marketing | CRM | Public Relations | Event Marketing | Sales Enablement

experience

SENIOR CREATIVE DIRECTOR

FORD PRO 2022 – 2025

- Led the creative development of the Ford Pro brand from inception, overseeing all brand visuals and storytelling.
- Directed cross-functional teams and coordinated deliverables with leading agencies including Wieden+Kennedy, VMLY&R, and VaynerMedia.
- Ensured brand consistency across product, marketing, and experiential channels for global initiatives.
- Collaborated with the Head of Content in shaping creative strategies that drove customer engagement and revenue growth.
- Developed integrated content solutions across digital, social, CRM, training, and event-based activations.

GROUP CREATIVE DIRECTOR

WEBER SHANDWICK 2015 – 2022

- Built and co-led a 40+ person content team delivering award-winning campaigns across earned and paid channels.
- Built integrated creative campaigns for social, digital, experiential, and PR initiatives for enterprise clients General Motors, Buick, Cadillac, Chevrolet, and GMC
- Increased team performance through strategic hiring, mentorship, and workflow improvements.
- Partnered with senior leadership to drive client growth and expand service offerings.
- Led high-visibility projects that elevated brand reputation and market presence.

CREATIVE DIRECTOR

GLOBALHUE 2011 – 2015

- Led diverse teams in producing multicultural, strategy-driven, integrated campaigns.
- Worked with national brands including Walmart, Chrysler, Jeep, NBA, and Coca-Cola.
- Ensured culturally relevant creative direction aligned with brand objectives.
- Managed large-scale production and content development across channels.
- Enhanced brand storytelling for targeted consumer segments.

previous roles

VP, Senior Art Director — Campbell-Ewald

Art Director / Graphic Supervisor — JohnsonRauhoff

Graphic Designer — Iconix Inc

Graphic Designer — Grigg Graphic Services, Inc

Graphic Designer — Central Michigan University

technical skills

- Adobe Creative Cloud
- InDesign
- Photoshop
- Illustrator
- Acrobat
- Microsoft PowerPoint
- Microsoft Word

education

Bachelor of Applied Arts (B.A.A.) – Commercial Art / Advertising
Central Michigan University