

## 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, visual brand stewardship, 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 | Design Stewardship | 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, guidelines 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.
- Led the production of over 300 videos and 1500 unique pieces of content annually.
- 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