

## summary

Self-motivated 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, built for scale and nimble.

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

## experience

### SENIOR CREATIVE DIRECTOR

Ford Pro

2022 – 2025

- Led the creative development of and ensured the highest quality expressions of the Ford Pro brand from inception, overseeing all brand visual design, brand guidelines and storytelling globally.
- 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 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 video production of over 300 videos and 1500 unique pieces of formatted digital content annually across various platforms.
- 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 Suite
- InDesign
- Photoshop
- Illustrator
- Acrobat
- Microsoft PowerPoint
- Microsoft Word
- Google Sheets
- Figma
- Keynote

## education

**BACHELOR OF APPLIED ARTS (B.A.A.) – Commercial Art / Advertising**  
Central Michigan University