



Versatile and innovative creative director with extensive experience in design, writing, and problem solving. Notable achievements include three successful rebranding initiatives during six-year tenure at Google. A well-rounded leader, project manager, and creative strategist with a passion for leveraging data to inform creative solutions. Bringing a unique ability to balance big-picture thinking with a keen eye for detail and proven strengths in developing results-oriented ideas that address complex challenges. In this ever-changing industry where mediums, trends, and technology continue to evolve, there is one constant that will never become obsolete: good ideas.



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ENLIGHTENMENT

UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL
Bachelor of Arts in Journalism & Mass Communication with a Concentration in Advertising

THE BRANDCENTER AT VCU
Master of Science Graduate Studies in Art Direction



CREATIVE DIRECTOR

Google Fiber | San Francisco, CA | Mar 2017 – Mar 2023

Led the creative direction and end-to-end execution of all marketing materials and branded collateral. This included the ideation, design, writing, editing, production, and implementation of direct mail, website, corporate communications, client gifts, swag, print and digital ads, brochures, sales sheets, social media campaigns, emails, office building designs, and vehicle wraps.

- ★ Developed and refined brand voice and design direction through three successful rebrands.
- ★ Provided feedback, direction, and mentorship to freelance writers, designers, and studio design team to ensure all materials followed creative strategy and brand guidelines.
- ★ Collaborated with the UX team to build a new website, email design system, customer portal, and buy flow to increase conversion rate.
- ★ Coordinated multiple projects across teams and vendors, delivering high-quality deliverables on time and within budget.
- ★ Spearheaded our brand's first ever market research survey and analysis to identify potential new target market segments/opportunities, resulting in new messaging and strategies to better connect with the target audience.
- ★ Conducted A/B testing and analyzed performance data; adjusted ad copy and creative based on this data for display ads, increasing click-through rate from 4.3% to 11% and conversion rate by 45%, and Google Ads, driving 22% of total residential signups and a 36% YoY growth.
- ★ Owned and revamped the direct mail program, increasing conversion rate from .1% to 2.3%, making it one of the top-performing marketing channels that consistently met or exceeded monthly signup rate targets.

BRAND MANAGER/ASSOCIATE CREATIVE DIRECTOR

Applied Underwriters, Inc. | Foster City, CA | Jan 2011 – Dec 2016

Managed and collaborated with freelance writers and designers, vendors, production artists, event planners, and web developers, overseeing all aspects of creative development and execution from conception to completion.

- ★ Devised creative briefs for innovative direct mail pieces, guiding creative and production teams in development and execution to ensure messaging was on-target with the brief and deliverables were on-time and within budget.
- ★ Launched successful rebranding of a subsidiary medical care company, Promesa Health; redesigned all related web and print collateral.
- ★ Planned and organized sales promotions and client incentive trips, which involved managing budgets and vendors, devising prize categories and prizes, and orchestrating events; branded and designed all related materials with a consistent look and feel, including elaborate save-the-date and invitation kits.