

Professional Experience

Dyehard Fan Supply

Digital Marketing Manager/Creative Director

Winston-Salem, NC

Mar 2019 – Today

- ▶ Engage fan audiences to sell official team merchandise on custom-branded e-commerce sites.
- ▶ Coordinate marketing plans with athletic departments, field managers, merchants, and e-commerce site managers.
- ▶ Connect with over half a million fans weekly in the college and sporting events industry as their organization's official retail partner.
- ▶ Serve over ten well-established clients such as Auburn University, Arkansas Razorbacks, Rutgers University, Iowa State, Columbia University, NYRA, The Big East, Louisville City FC and more.
- ▶ Plan and design creative digital marketing campaigns resulting in YOY revenue growth for top clients by an average of 167% within nine months while keeping unsubscribe rates below 0.1%.
- ▶ Lead a team of graphic designers to deliver digital, social, and print marketing assets.
- ▶ Boost number of YOY orders by 150% for two largest clients
- ▶ Collaborate in building a custom e-commerce platform to double site traffic, boost site speed, grow paid and organic traffic, and simplify the checkout process
- ▶ Create over 100 marketing pieces a month with a team of three

Red Letter Marketing

Associate Creative Director

Greensboro, NC

Jun 2013 – Oct 2018

- ▶ Engaged customers with custom designs for web applications and print materials that support the vision, business objective, and overall brand integrity of over 30 companies
- ▶ Developed branding campaigns, user interfaces, responsive websites, sales tools, digital presentations, illustrations, creative advertisements, corporate identities, e-mail campaigns, infographics, and digital marketing visuals
- ▶ Lead a small design team in terms of creativity, processes, tools, growth, and relationships
- ▶ Identified, designed, and researched new technologies to create system efficiencies, process improvements, preventative maintenance, and cost-saving measures
- ▶ Presented designs and ideas to executives, account directors, developers, and business owners
- ▶ Interfaced with writers, account executives, sales associates, freelancers, photographers, developers, vendors, and clients to execute and deploy branded materials
- ▶ Built custom as well as template-based responsive websites in *WordPress* and *Elementor*

Your Creative People

Art Director

Greenville, SC

Oct 2008 – Apr 2013

- ▶ Designed, developed and approved brand communication of agency projects, including logos, identity systems, websites, e-mail and print marketing collaterals, presentation materials, event graphics, mobile apps, user interfaces, videos, and identity guidelines
- ▶ Defined, as well as worked within, brand standards to create consistent user experiences
- ▶ Presented concepts and mockups to senior management and business owners
- ▶ Handled print and production related workflows, file preparation, estimating and vendor relationships

Professional experience continued on next page

Art Director at Your Creative People continued

- ▶ Wrote e-mail marketing content, case studies, and web content
- ▶ Worked with in-house CMS (*Backstage*), to design and populate web pages
- ▶ Trained and art directed junior designers and graphic design interns
- ▶ Created project scopes and project briefs to define deliverables

Gee Creative Lead Designer

**Charleston, SC
Oct 2005 – Oct 2008**

- ▶ Generated concepts and created designs for print, web and video materials
- ▶ Supervised press checks and provided technical support for computer infrastructure
- ▶ Directed photoshoots and managed photographers and models

Crowson Stone Printing (now Indexx Printing) Prepress Manager

**Columbia, SC/Kiel, Schleswig-Holstein
Apr 2002 – Sep 2005**

- ▶ Served as lead desktop operator in digital prepress department
- ▶ Integrated Heidelberg's *Prinect* prepress software
- ▶ Collaborated with Heidelberg's R&D team for *Printready* prepress software in Kiel, Germany
- ▶ Supervised 2nd shift prepress department

PricewaterhouseCoopers (PwC) IT Communication Analyst

**Hamburg, Germany
Summer 2001**

BonPrix (OTTO Group) Organizational Communication Analyst

**Hamburg, Germany
Summer 2000**

Freelancer

since 1998

- ▶ Design branded collateral for print, presentations, and web experiences
- ▶ Serve clients in the logistics industry with websites, presentation slide decks, and sales materials
- ▶ Technology consulting and implementation for Macintosh environments

Education

UNC Greensboro, Bryan School of Business and Economics Masters of Business Administration (MBA) in Marketing

**Greensboro, NC
Aug 2015 - Dec 2017**

- ▶ 3.8 GPA (top 20%)
- ▶ Business Honor Society *Beta Gamma Sigma*
- ▶ Marketing concentration with courses in brand management, marketing management, marketing research, global business, operations and financial management

Software Proficiencies

- ▶ Adobe Creative Cloud (especially Photoshop, Illustrator, InDesign, Acrobat)
- ▶ Microsoft Office 365,
- ▶ WordPress, Google Analytics, Elementor, Sketch, InVision, Mailchimp, Hype