

---

20+ years as a hands-on art director/designer with a passion for digital marketing and brand design. A demonstrated history of creating successful brands and digital campaigns for emerging businesses and established global brands.

---

### **Hi Identity Branding | 03/2020 - Present | Founder and Art Director**

*Creative agency for progressive industries. Our custom-built teams of thinkers, makers, and doers partner with businesses to help you identify your audience, create your brand, & connect with your tribe. hi-identity.com*

- Launched a brand design studio exclusively for highly regulated industries by creating the Hi Identity brand.
- Developed brand strategy and positioning for Hi Identity including elevator pitch, brand values, “superpowers”, motivations, vision, customer demographics, brand promise, and tone of voice.
- Created the brand’s name, logo, website, social assets, and sales materials that has resulted in attracting 40+ new clients in the first 12 months of operation and a full pipeline of prospects.
- Currently building monthly digital marketing campaigns for multiple West Coast brands.
- Art directs a network of designers, writers, editors, developers, and vendors to execute client work.
- Hands-on art director developing compelling branded experiences through design mock-ups, prototypes and delivering final production files.

### **Ladyjane Branding | 12/2018 - 02/2020 | Partner and Creative Director**

*A branding agency that offers a Brand Discovery Process to help cannabis entrepreneurs design their own Brand Character, Identity, Style and Strategy. Teaches businesses how to multiply their marketing and advertising efforts with techniques used by Fortune 500 companies.*

- Created the Ladyjane Brand by designing the logo and website, art directing video content, developing social media assets, experiential design, and content, resulting in 19 new client engagements in the first 15 months.
- Established brand guidelines and visual systems that supported consistent cross-channel brand identity for the agency.
- Advanced the creative strategy and brand positioning of two sub-brands of the agency.
- Recruited, hired, managed, mentored, and provided creative direction to designers and freelancers.
- Developed and executed campaigns and marketing materials throughout the customer journey including landing pages, print and digital display ads, drip campaigns, direct mail, social media, illustrations, art directed videos, and created animated gifs.

### **Cramer | 07/2014 - 12/2018 | Senior Art Director**

*Experts in virtual & live events, corporate broadcasts, content strategy and production, Cramer is helping companies thrive in the virtual age. Trusted to craft content-driven experiences that keep audiences engaged and businesses moving forward.*

- Designed themes and executed graphics for the annual IBM Security Summit meeting for 4 years, resulting in client retention and multiple client engagements for the agency.
- Created a brand guide and graphics package for the IBM Security Summit. Distributed to IBM offices worldwide, reaching over 10,000 of the world’s top cyber security experts resulting in a consistently branded roll-out of the event in cities around the world.
- Collaborated with copywriters, project managers, designers, developers, and external vendors and led the creative team in creating a national B2B campaign for Fujifilm Woman’s Health.
- Developed theme graphics and designed assets for Marriott Hotel’s national sales meetings, resulting in deepening the agency relationship with Marriott leading to increased client retention.
- Senior creative team leader driving change in a fast-paced agency, managing feedback and tight deadlines.
- Creative concepts and execution of corporate events and brand activations across print, digital, video, and OOH experiences.

**Jack Morton Worldwide | 04/2014 - 07/2014 | Digital Art Director (Contract)**

*Jack Morton Worldwide is a leading global brand experience agency best known for events, sponsorship, integrated and experiential marketing - live, virtual and hybrid.*

- Owned responsive website design for Charles Schwab. Designed the site from creative brief, to concept development, design mock-up iterations, creation of prototypes, and creation of final production files.
- Directed internal development team to build the site.

**OHO Interactive | 09/2013 - 04/2014 | Creative Director (Contract)**

*OHO Interactive is a digital marketing agency specializing in user research, higher education websites, CMS development, content strategy, and digital marketing for enrollment marketing and overall education marketing.*

- Led creative team through a leadership transition period designing websites for St. John's University, TUI (the world's leading tourism group), and The Museum of Science, Boston.
- Collaborated with UX/UI and Drupal development teams to create websites for higher education institutions.

**451 MARKETING (now Zozimus) | 05/2006 - 09/2013 | Art Director**

*451 Marketing integrates Digital Marketing, Brand Strategy, Creative, PR and Social Media to drive effective results.*

- Supported the growth of a start-up ad agency resulting in increased headcount from 3 to 60 people.
- Branded and designed 7800 square foot pavilion for the Massachusetts Biotechnology Council (MassBio) at Bio International, providing MassBio a leadership presence on the biotechnology industry world's stage.
- Built the 451 Marketing creative team through recruiting, mentoring, and training creative talent.
- Hands-on creative director for B2B and B2C customers.

**HAWKINS CREATIVE SERVICES | 09/1996 - 05/2006 | Founder and Principal**

*Hawkins Creative is a full service graphic design studio creating print, advertising, and corporate identity solutions for B2B and B2C clients.*

- Hands-on graphic designer creating marketing communications and corporate identity solutions.
- Branded the Rational Software User Conference for 6 consecutive years culminating with Rational's acquisition by IBM.
- Devised concept-led campaigns for the MIT Enterprise Forum (Massachusetts Institute of Technology), leading to substantial growth in attendance and revenue year-over-year for 6 years.

---

**EDUCATION**

Massachusetts College of Art and Design, BFA Graphic Design

---

**SKILLS**

Brand Development, Video Art Direction, Content Direction, Adobe Creative Suite, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe XD, PowerPoint, Word, Canva, Beautiful.ai, Airtable, Copywriting, Photography, Typography, Layout, Color Theory, Brand System Implementation, Presentations, 360 Campaigns, Time Management, Team-building, Brand Positioning