

## SUMMARY

As a dynamic and strategic-minded individual with a diverse background in creative direction, content creation, and e-commerce, spanning multiple industries including healthcare, consumer goods, and lifestyle brands. I am adept at leading change, cultivating key relationships, and managing progressive campaigns from conception through development and launch. I thrive on new challenges and excel in quickly identifying, analyzing, planning, and delivering innovative solutions that enhance user experience and drive revenue. An energetic design leader and team builder, I am passionate about problem-solving and collaborating with cross-functional teams to achieve company objectives.

## PROFESSIONAL EXPERIENCE

**Director, Creative Services**  
**Schumacher Electric Corp. | Fort Worth, TX**  
August 2021 - Current

Schumacher boasts a 75-year legacy in designing and producing top-tier power converting products. With a vertically integrated global supply chain and facilities in China, Mexico, and Europe, Schumacher serves a worldwide market.

As the Director of Creative Services at Schumacher Electric Corporation, I orchestrate the creative vision, strategy, and implementation for the premier provider of battery chargers, jump starters, and power converters worldwide.

- Guides and mentors a team of creatives, content creators, copywriters, and digital specialist.
- Responsible for overseeing the strategy, and execution for packaging and POS on shelf for the Schumacher brand and private labels.
- Led strategic initiatives, devised streamlined processes, and established brand image and copy standards to optimize content creation for e-commerce platforms across various channels. Ensuring top-tier content quality and elevated conversion rates through scalable and efficient practices.
- Develop and execute social media content strategy, collaborating with influencer's to enhance brand presence and increase follower engagement through giveaways and viral content.
- Oversees the creative department budget, skillfully allocating resources to fulfill project needs while upholding financial objectives and enhancing profitability.
- Manages the implementation of branding and content for Schumacher brand and private labels on both app and website platforms.
- Directs the creation and execution of all product launch materials and content for retail outlets and campaign activations, engaging with key stakeholders in the US, China, Europe, and Mexico to ensure comprehensive alignment and success across international markets.

**Director, Creative Services**  
**AAC Iconic Group | Dallas, TX**  
July 2018 - August 2021

\$350M+ Class Ring, Yearbook, Graduation, Online Retailer and Student Life Brand serving over 130,000 schools.

*Leads creative strategy, direction and execution for Balfour and ArtCarved, including design, user experience and production of both B2B and B2C marketing.*

- Provided mentor-ship to a dynamic team of creatives.
- Responsible for overseeing the strategy, creative direction and execution of digital and print marketing collateral.

## STRENGTHS

Strategy and Planning  
Team Building  
Process Implementation  
Project Management  
Content Creation  
Social Media  
Art Direction  
Motion Design Direction  
Photography Direction  
Email Marketing  
HTML  
CSS  
UX/UI  
Healthcare Marketing  
FDA Standards

## TOOLS

Photoshop  
InDesign  
Illustrator  
Dreamweaver  
After Effects  
Sketch  
Invision  
Zeplin  
Word  
Excel  
Power Point  
BaseCamp  
Jira  
Trello  
SmartSheets  
Salsify

## PROFESSIONAL EXPERIENCE CONT.

- Led the development of motion graphic assets tailored for promoting college ring events across campuses and on digital marketing and social platforms.
- Provided guidance on implementation direction and user experience strategy for launches and programs on balfour.com, including overseeing the Liquid Fire team for ring configuration and implementing up-sell and cross-sell strategies.
- Created process and standard for images on-site to support SEO best practices and site speed optimization, along with strategy and implementation of dynamic serving web tool to provide customized user experience per school on several product launches for balfour.com.
- Developed an email template system for Balfour and Art Carved marketing emails, along with welcome series, transactional emails and abandon cart to improve deliver-ability. Increase revenue 12% YOY on Balfour marketing emails.
- Developed a web-based app that allows the sales team to create in under one minute while maintaining brand standards and eliminating the need to hire external design resources.
- Directed marketing for the product launch of Kendra Scott/Balfour partnership of class jewelry line. This included creating a process for ring artwork for e-com sales support, email marketing campaigns, landing page and homepage UX, social media paid and organic campaigns, custom configuration development liquid fire technology and direction and planning of photoshoots to support marketing materials.

### **Director, Creative Art**

#### **Andra Group | Dallas, TX**

February 2017 – July 2018

\$70M+ online luxury lingerie company serving women and men across the United States on herroom.com and hisroom.com

*Lead creative strategy, art direction and execution for HisRoom & HerRoom including UX/UI, social media, email marketing and photography.*

- Re-branded and redesigned the email marketing campaigns and homepages for both HerRoom and HisRoom.
- Created “Fit Center” and directed custom video content for HerRoom.com
- Directed UX/UI and design of the mobile site for HerRoom.com.
- Broke sales records for the critical holiday period including double-digit growth YOY Black Friday Week and unprecedented sales for Cyber Week through strategic planning and implementation of new holiday plan.
- Planned strategy and custom creative content for monthly email marketing, homepages, digital look books, and social media for HerRoom and HisRoom, along with planning and directing weekly photoshoots for content.
- Managed Affiliate program through pepper jam, created offers and strategy for each month along with visuals to support the promos.

### **Manager, Digital Design & Internal Communications**

#### **Galderma (formerly Nestlé Skin Health) | Fort Worth, TX**

September 2013 – January 2017

\$1.2 billion Dermatology company, with a presence in over 100 countries, employing over 900 employees in North America. Galderma is the world's largest independent global dermatology company Focused on science-based solutions for skin health.

*Developed creative strategies with both in-house and outside agencies to develop marketing collateral, packaging, pop display, TV ads and national print campaigns to support new drug launches while maintaining FDA standards across multiple brands including Cetaphil, Restylane, Dysport and Epiduo. Worked with the leadership team to plan and executed communication and creative assets for internal and external events.*

## PASSIONS

Consumer behavior  
Anthropology of design  
Digital design  
Screen printing  
Handbuilding sculpture

## PROFESSIONAL EXPERIENCE CONT.

- Created and developed Cetaphil Baby gift sets, from the creation and engineering of the actual product, plastic molds to hold product and the creative that was used to decorate the packaging and product itself. Two sets were developed, launched in-store and online at BuyBuy Baby, Amazon and Target.
- Art Directed and executed UX/UI for launch of drug speaker app for Salesforce to market to doctors.
- Managed the developer and all content creation for Galderma.com, this included version control, strategy around key product launches and PR content deployment. Also managed and executed the UI and creative for North American Site.
- Art directed a Jr. Designer to assist with production of labeling, marketing material creation digital content and communication content.
- Developed creative strategies for event planning and PR including gorilla take over campaigns and email marketing communication; along with creating assets for booths at AAD and World Congress of Dermatology.
- Researched and Implemented meeting app(s) for all venue events and congress booths.

### Senior Designer

**IDC Westinghouse Solar | Roanoke, TX**

May 2011 – September 2013

Product packaging, product development, web design.

- Developed and designed a line of scent warmers and packaging for Scenterrific brand sold exclusively at Target.
- Responsible for new packaging designs for solar products sold in Walmart and Home Depot.
- Worked with the printing facility in China to produce color standards and press checks on all printed items.
- UX/UI and content creation for websites across multiple brands.
- Designed UX for apps that controlled solar lights via Bluetooth.

### Associate Graphic Designer

**Texas Woman's University | Denton, TX**

December 2010 – May 2011

Layout design, photography, large-scale graphics, ADA compliance docs for web readability.

### Junior Graphic Designer

**Dei Rossi Marketing | Richardson, TX**

February 2010 – December 2010

Textile Designs, print advertisements and promotional material.

### Assistant Branch Manager

**First Convenience Bank | Denton, TX**

2004 – 2009

Assisted in operations, management of staff, audits, vault teller, maintained and balanced cash flow and ATM for banking center, loan execution and account management, the seller of the month 12 times, closed and opened banking center.

## EDUCATION

**Texas Woman's University**

**Bachelor of Fine Arts (B.F.A.), Graphic Design**

2008 – 2011