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AT A GLANCE

Global design leader poised to take growth-oriented organizations to the next level by synthesizing creative processes and empowering design teams. Pioneering innovator specializing in connecting vision with market disrupting solutions to drive growth. Purposeful problem-solver able to anticipate business needs, navigate unfamiliar terrain, and achieve success. Portfolio of multiple highly successful global, multi-lingual marketing campaigns across 14 countries representing major corporations and Fortune 500 companies.

PROFESSIONAL EXPERIENCE / 22 YEARS

Walker & Dunlop

Atlanta, GA / 3 Years

Senior Vice President | Creative Director (2021 – Present)

Vice President | Creative Director (2019 – 2021)

Built an award-winning in-house design agency from the ground up to 22 creative professionals with a sustainable foundation to quickly scale. Set and executed the vision, established a culture of creative excellence and empowerment, implemented design systems and processes, established strategic partnerships, and developed short- and long-term strategic plans.

Featured Highlights

Attracted, hired, and developed team that elevated the brand and drove team growth by 2,200% over 3-years

- ➔ Won 17X Graphic Design Awards & Top 5 In-House Design Team Recognition
- ➔ Earned reputation for responsiveness, reliability, and world-class creativity
- ➔ Lifted the Walker & Dunlop brand by gaining national attention with creative design quality and delivery

Guided team through an unprecedented surge in design demand across the business which saw a 66% YoY increase in volume; simultaneously led team to produce 613 BOVs and 325 OMs to support \$19B in Investment Sales volume, a 214% YoY increase

- ➔ Grew team by 90% between 4Q20 and 2Q22
- ➔ Motivated team to stretch capacity and deliver a 204% increase in completed projects between 4Q20 and 2Q22
- ➔ Maintained 100% employee retention; mitigated various challenges with tact and sound leadership

Cut time to produce a pitch by 50% by implementing and effectively utilizing Prezi for presentation production

Nurture a collaborative and fun culture through the implementation of experiential exercises and rhythm of business activities which empowers creativity, creates depth in inter-office communication, and inspires growth

Generated nationwide buzz, highest interoffice engagement, and changed behaviors with the production and publishing of a highly entertaining video and visually aligned posters

Sparked 122% boost in readership of the company's flagship publication with an evolved, more dynamic design

Established all foundational processes, procedures, workflows, tracking mechanisms, creative technologies, and systems; quickly pivoted and modified to meet demand, ensuring maximum productivity, efficiency, and impact to the business

Restructured the creative team to prepare for 2023 strategic goals, creating dedicated support to enable improved design instincts, quality of work, and raise the bar for sales, the brand, and future key initiatives

Areas of Expertise

- ➔ Digital Marketing Campaigns
- ➔ Communication | Negotiation
- ➔ User Centered Design Principles
- ➔ Social Media Content Marketing
- ➔ Creative Solutions | Digital Trends

- ➔ Building Design Teams
- ➔ Relationship Management
- ➔ Establishing Brand Standards
- ➔ Agency/Client Pitch Offerings/Briefs
- ➔ Budget Development & Management

- ➔ Digital Media Buying
- ➔ Cross-Functional Leadership
- ➔ Brand Design | Design Strategy
- ➔ Logo Design | Logo Development
- ➔ Creative Storytelling | Typography

3BG Digital

Alpharetta, GA / 10 Years

Executive Director, Creative Services & Operations (2015 – 2019)

Creative Director (2009 – 2015)

Hired as one of the foundational members of the start-up team. Strategic leader of 32 creative professionals responsible for project management, creative direction, branding, digital/print campaigns, video production, web development, tradeshow marketing, copywriting, corporate presentations, mobile application development, and UX/UI.

Featured Highlights

Creative catalyst and innovator behind 10-year growth from \$1M to \$20M annually and 27 full-time employees

Led globally dispersed teams on 4 major digital campaigns for an India global financial services company that captured 56M+ video views with ~72% finish rate and 1.01M+ website page views which **created engagement and influenced policy changes**

Spearheaded effective \$5M multi-lingual international electronic payments campaign in 6 major EU countries that achieved **76K+ signed petition, broad awareness, and applied pressure which led to favorably moderate legislation for stakeholders**

Earned company-wide executive-level recognition of a large OTC pharmaceutical company which led to an invitation to appear on the podium during the closing bell at NYSE

Directed nationwide digital campaign for an OTC pharmaceutical company which generated 1.9B+ campaign ad impressions and 20.9M+ video views, **contributing to an NPS score boost and a record 15% increase in net sales (\$3.54B to \$4.06B)**

Executed data-driven digital advocacy campaign for a global trade representative of the world's airport authorities with 21.7M ad impressions driving 840K video views across 83 congressional landing pages, which **flipped consumer sentiment and generated 36K+ petition signatures with 35K+ direct actions to Congress, successfully influencing changes to the law**

Engineered social media strategy for a US conservative political group that **helped build an active audience of 3M+ followers**

ADDITIONAL EXPERIENCE

InovaOne Studios

Creative Director (2005 – 2009)

Alpharetta, GA / 4 Years

CMD Services

Art Director (2002 – 2005)

Duluth, GA / 3 Years

Decker Advertising

Graphic Designer (2000 – 2002)

Glastonbury, CT / 2 Years

AWARDS

Graphic Design USA In-House Design Awards

8X Winner in 2022

Graphic Design USA Annual Awards

9X Winner in 2021

EDUCATION

Bachelor of Arts, Advertising & Design

UNIVERSITY OF GEORGIA

COMMUNITY LEADERSHIP & BOARD POSITIONS

Fore Hadley Foundation

Marketing Director & Board Member (2015 – Present)

Atlanta, GA / 7 Years

Partner with the Executive Director to develop and execute the non-profit's strategic plan and direct the marketing strategy in alignment with the organization's mission with the goal of inspiring others to join the fight to eliminate the devastating birth defect.

➦ **Driving force behind the Foundation's early success, continued evolution, and growth, raising \$1M+, aiding 700+ families, providing \$400K in academic research grants & \$100K in scholarships, and expansion into 43 states**

➦ **Creator of all print and digital collateral, web design, and support to charity events, all of which contributed to 213% increase for CDH research funding, 100% increase for programming, 25% scholarship funding growth, and 42% NICU family support**