

EXPERIENCE

Creative Skill Areas

creative direction
concept development
content strategy & writing
branding & logos
print design
motion graphics
web design
web development
photography

Personal Strengths

leadership & mentorship
analytical & creative thinker
research & concept-driven strategy
attention to detail
organized workflow
agile & rapid skill acquisition
punctual project execution

Software Skills

Mac OSX, Windows
InDesign, Illustrator, Photoshop
After Effects, Media Encoder
Wordpress, Figma
Google Workspace
Apple iWork, Microsoft Office
Asana, Teamwork, Monday

BRK Global Marketing // March 2021–Present; Charlotte, North Carolina (remote in Alabama)
Design Director (April 2026). Continuing responsibilities held as art director. Reengineered the design team to consist entirely of senior art director talent, driving a higher tier of creative output and shifting the agency's market positioning. Developed comprehensive internal and external brand strategies to advance agency growth and client reach.

Art Director (March 2023). Continuing responsibilities held as senior designer. Became design team leader with no acting creative director. Leadership responsibilities include serving on the company's leadership team, working with the accounts team lead to facilitate workflows, providing design team yearly reviews, and serving as a point person in the project management process.

Senior Designer (March 2021). Working as a design lead on a multi-disciplinary team to develop creative, strategic marketing solutions for local and national clients. Project experience in quarterly campaigns, email, branding, logos, collateral materials, social ads, motion graphics, environmental graphics, website design, and more. Working with the marketing director to develop campaign concepts, and presenting work to clients. Providing direction and internal feedback/approval on design deliverables, serving as a mentor to designers, and hosting lunch and learns.

Reflex Blu // November 2015–March 2021; Birmingham, Alabama

Art Director. Worked individually or as part of a multi-disciplinary team to establish and execute creative marketing and advertising solutions for locally and nationally based clients. Project experience in branding; publications; direct mail; print and digital display advertisements; motion graphics, such as promotional videos and social ads; custom website design and development using Wordpress; high-impact pieces; collateral materials, and more.

TMC Furniture // November 2012–September 2015; Ann Arbor, Michigan

Assistant Manager of Marketing and Design. Worked with head designer to design marketing materials, such as brochures, email blasts, and trade show materials; oversaw company's web design and social media channels; collaborated on product development; established and guided brand management.

Auburn University Office of Alumni Affairs // January 2008–May 2009; Auburn, Alabama

Student Graphic Designer. Assisted in selecting photography and producing alumni magazine page layouts; designed conference materials, marketing, and membership collateral; updated website.

Zoo Atlanta // May 2008–August 2008; Atlanta, Georgia

Multimedia Intern. Assisted in designing marketing materials including rack cards, brochures, a DVD cover, an attraction sign, and banners; gained an understanding of how graphics departments work with public relations teams to maintain a consistent brand image.

EDUCATION

Auburn University // Auburn, AL
B.F.A. in Graphic Design, May 2009
Summa Cum Laude
GPA: 3.91/4.0; College Rank: 2

Savannah College of Art & Design // Savannah, GA
M.A. in Graphic Design, June 2012
GPA: 4.0/4.0

AWARDS & ACHIEVEMENTS

MarCom Awards // 2024; Thompson Child & Family Focus branding, platinum

Davey Awards // 2024; Thompson Child & Family Focus branding, silver

Communication Arts // 2024 Interactive Competition; Bending the Arc Project website, finalist

MarCom Awards // 2023; Cotton Incorporated Lifestyle Monitor™ website, platinum

Telly Awards // 2023; *Bending the Arc: Origins* film, 3 silver awards; recognized as standout entry

Hermes Awards // 2023; Xebec logo, platinum; Cotton Incorporated Lifestyle Monitor™ website, gold

Davey Awards // 2022; Bending the Arc Project website, gold; Mer&Co logo, silver