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Executive Creative Director. Brand Strategist. Content Architect.

Executive Creative Director @ Zulily

// May 2020 - present

Currently leading the in-house Creative Org responsible for retail, brand, and editorial content spanning all marketing channels, bringing Zulily's brand experience to life. In addition to driving the marketing creative, I oversee studio operations comprised of photography, post-production, and product copywriting which launches approximately 120 daily events along with over 15,000 new SKUs each week through a team of over 160 individuals. My core focus is evolving our brand story while scaling creative production to champion engaging retail content for current and new customers.

Group Creative Director @ Amazon Go

// January 2018 - June 2019

Leader for the brand design and prepared foods creative team. Beyond design team management, my focus was on developing and maintaining a cohesive brand and design language for our customers and store associates. My team owned brand expressions through in-store experiences, promotions, signage and wayfinding, marketing collateral, and advertising. The brand team supported the growth of the program from a single location to over 13 stores in four different markets. In addition, the Amazon Kitchen brand team focused on launching new fresh-prepared food product lines and meal kits. The work included packaging design, in-store marketing kits, and digital campaigns for Amazon Go, Amazon Fresh, and Whole Foods.

Creative Director, Brand @ Amazon Publishing

// May 2017 - December 2018

Supported the go-to-market strategy for new content, products, and services from Amazon Publishing. Rebranded and launched the *Amazon First Reads* program and *This Week in Books*, a digital publication for book lovers.

Group Creative Director, Retail – North America @ Amazon.com

// November 2012 - May 2017

Group Creative Director for North America retail for Amazon.com. Led a large design team, launching multiple major brands and marketing initiatives such as Prime Music, Prime Now, and Kindle Unlimited. Recruited and hired to expand the team's creative capabilities to expand the in-house agency offerings. The nature of the creative contribution from Amazon Creative Services runs the gamut: on-site graphics, global style guides, promotions, branding, social, custom photography, video content, and store development. Managed a team of 60+ designers in the Seattle office, providing services for the US, Canada, Mexico, and Brazil.

ACS is a global, internal marketing agency. Brand development to high-volume content production, with studio capabilities in design, UX, video, and photography. We partnered with Amazon businesses to delight customers and drive engagement, leveraging internal insights and metrics to deliver cost-effective results.

VP, Executive Creative Director @ Infuz

// June 2009 - October 2012

Creative leader devoted to driving innovations and crafting brand narratives that initiate relevant consumer experiences through digital mediums. Responsibilities include new business development, creative team management, and digital strategy. Oversaw all aspects of the creative process and drove strategy and implementation methodologies for B2B and B2C clients.

Project focus includes branding, promotional campaigns, social media strategy, content development, visual design, UX consultation, and integrated campaigns.

(continued)



Digital Creative Director @ Momentum Worldwide

// July 2007 - June 2009

Digital Creative Director dedicated to Anheuser-Busch, Domino's Pizza, Monsanto and New Balance creative teams. Developed online brand strategy and digital marketing programs for American Express, Busch Gardens, Land Shark Lager, Bud Light, Bud Select, Michelob, Grolsch, and Rolling Rock.

Acted as the Brand and Integrated Creative Director for Domino's Pizza, overseeing national promotional programs that lived in-store and online. Recognized as a key leader within the agency to drive digital innovation and strategy. Served as an interim team director for senior leadership to develop a digital process and agency integration planning across business practices.

Interactive Creative Director @ Bandolier Group

// October 2005 - July 2007

Directed a small creative group and technical resources for online marketing programs and integrated campaigns. Developed partnerships with local and national agencies to sell in work and digital solutions for brands such as Budweiser, Bud Light, Grolsch, American Express Incentive Services, Buck Consultants, Verizon Wireless, UPS, and Micron.

Senior Interactive Art Director @ The Zipatoni Company [IPG]

// August 2001 - October 2005

Developed online and offline promotional marketing content for clients such as Maytag, eBay, Motorola, Dreyer's/Edy's Ice Cream, Kinko's, Miller Brewing Co., Bacardi, and Diet Coke. Lead Flash animator and front-end developer on multiple projects for web, CD-ROMs, and video. Responsibilities included design, animation, compositing, copywriting, storyboard-ing, concepting, and music composition.

Art Director @ Ask Jeeves, Inc. / Evergreen Project, Inc.

// June 1998 - January 2000

Handled design, front-end development, and Flash animation for online curriculum for elementary schools. Oversaw the design and production of all marketing and collateral materials. Worked with teams composed of educators, writers, developers, and filmmakers to produce a multimedia program featuring videos, online cartoons, and classroom workbooks.

Education

Savannah College of Art and Design, Savannah, GA

BFA, Computer Art

Concentrations in Interactive Design and Motion Design; *Summa Cum Laude*

Additional Skills

Team Leadership / Recruiting / Career Development

New Business Development / Client Relations

Copywriting / Proposal Writing

Agency Management + Integration + Org Design

Budgeting / Managing P&L / Project Management

UX / Information Architecture

Content Strategy + Planning

Animatics / Prototypes / Storyboards

Additional samples and references available upon request.

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