

CREATIVE MANAGER : A creative designer well versed in strategy and business. Award-winning work that succeeds because of the ability to bridge brand goals and creative solutions. A design process that leverages technology to build genuine, relevant brand experiences.

CD/PRINCIPAL

THE LIVE BRAND LLC : RALEIGH, NC : 2009

Creative Director for a new social Web marketing company, offering senior-level research, analysis, strategy and execution of online and offline communication platforms. Helping companies and institutions evolve their marketing efforts to include Web 2.0 engagement. Designing custom branded engagement platforms employing listening, monitoring, analytics, research and experience metrics, correctly aligned with technographic profiles; where their fans are already hanging out. Providing optimized online interactions with flat learning curves for customers while delivering real time Web applications for clients to monitor and take action.

ACD/CREATIVE MANAGER

OGILVY & MATHER : DURHAM, NC : 2007–2008

Leading and inspiring teams of creative supervisors, art directors and copywriters on multiple brands. Guiding development of big ideas and brand concepts derived from key insights for print, point of sale and interactive campaigns. Driving growth and development in digital disciplines within and across creative, strategy, marketing and delivery functions. Supervising daily workflow and creative team assignments. Establishing creative and studio processes. Evaluating and recruiting candidates for full-time and freelance creative and studio positions. Companies included: IBM, Kodak, Lenovo and British Airways, as well as other regional business.

CREATIVE & DESIGN CONTRACTOR

RALEIGH, NC : 2002–Present

Contract creative direction and management of advertising, collateral, web development, email, direct mail, packaging, identity, and exhibit projects for corporations and agencies. Collaborative creative for consumer products, lifestyle, sports, utilities, and leisure. Companies include: Comcast, Progress Energy, CarQuest, GlaxoSmithKline, Highwoods Properties, CIAA, UNC Healthcare, Raleigh Neurology Sleep Medicine, Health Decisions, Liposcience, Biomérieux, Hospice of Wake.

DESIGN DIRECTOR

ALL KINDS OF MINDS : CHAPEL HILL, NC : 2005–2006

Brand leadership and creative direction for all print, identity and interactive communications. Interfaced with senior management and program marketing managers and drove the creative thinking within the major program areas. Strengthened the centralized marketing & communications function. Ensured optimum brand equity, marketing effectiveness and information quality. Supervising daily workflow and creative team assignments.

CREATIVE & DESIGN MANAGER

CASELL DESIGN GROUP : DURHAM, NC : 1998–2002

Creative management and lead design responsibilities on award-winning advertising, collateral, web, direct mail, packaging, identity, and exhibit projects. Teamed with writers, photographers and others to create a wide variety of pieces for corporate clients. Strategy, briefs, budgets, schedules and new business proposals. Companies included: John Deere, Nortel Networks, Moses Cone Healthcare System and Duke Fuqua School of Business.

SENIOR DESIGNER

MICHAEL ORR + ASSOCIATES : CORNING, NY : 1990–1998

Design management and lead responsibilities on award-winning collateral, packaging, identity, and custom exhibit projects. Projects ranged from annual reports to complete showroom displays. Responsibilities included extensive print supervision and photo art direction. Companies included: Corning Inc., Oneida, Lockheed-Martin, Proctor & Gamble Pharmaceuticals, Gunlocke, HON and Allsteel.

EDUCATION

Graduate assistantship
Communication Design
University at Buffalo
1985 – 1987

BA: Graphic Design
State University of NY
College at Fredonia
1983 – 1985

RECOGNITION

Graphis Branding USA3
ADDY Gold & Silver
AIGA BOOM!
AIGA Info Graphics I & II
Creativity
Print Regional Annual