

EDUCATION

BACHELOR OF FINE ARTS: VISUAL COMMUNICATIONS

International Academy
of Design and Technology
Chicago, IL

INDUSTRY BACKGROUND

Advertising
Agribusiness
B2B Marketing
B2C Marketing
Cannabis

SOFTWARE SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Asana
Figma
Flip Html5
Microsoft Office Suite
Microsoft Teams
Zoom

COMPETENCIES

Leadership & Management

Team Leadership & Mentorship
Project & Resource Management
Budget & Timeline Oversight
Vendor Relations

Creative Direction

Art Direction & Creative Strategy
Campaign Development
Content Strategy
Brand Development

Design Expertise

Typography & Layout
Packaging Design & Production
Digital & Print Design
Photography/Video Direction

Marketing & Communications

Digital Marketing
Retail Activation & Signage
Web Design
Content Development

Technical Proficiency

Production/Pre-Press
Compliance Management
Desktop Publishing

WORK STYLE

Adaptable/Flexible
Attention to Detail
Dependable
Empathetic
Innovative
Persistent
Takes Initiative

PROFESSIONAL EXPERIENCE

ART DIRECTOR // G&S BUSINESS COMMUNICATIONS // 05/2022 - 02/2025

- Spearheaded creative direction for multi-channel campaigns across agricultural, industrial, and energy sectors, driving brand visibility and engagement
- Led and mentored a cross-functional creative team of 3, ensuring consistent delivery of high-quality projects within strict deadlines
- Created strategic visual campaigns that elevated complex agricultural concepts into compelling, accessible content for diverse audiences
- Maintained brand integrity while innovating within Syngenta's restrictive guidelines to deliver impactful creative solutions
- Orchestrated collaboration with diverse creative specialists and vendors, ensuring seamless project execution and delivery
- Managed project budgets, timelines, and resources across multiple concurrent campaigns while exceeding client expectations
- Pioneered AI integration in conceptual campaign development, streamlining creative workflows and enhancing productivity

— KEY ACHIEVEMENTS

- G&S received the Silver Muse award for Tendovo Experience Site (a grower-submitted asset program)
- Creative concept chosen for an upcoming seed treatment product tested highest ever in the history of Syngenta's concept market testing

V.P. ART DIRECTOR // REVOLUTION GLOBAL // 05/2018 - 05/2022

- Led creative direction and brand strategy for Revolution Cannabis across multiple markets, earning feature recognition in High Times magazine
- Directed a multi-disciplinary creative team in executing cohesive brand identity across packaging, social media, and marketing materials for B2B and B2C channels
- Orchestrated comprehensive brand consolidation initiative, including development of cross-market brand guidelines and streamlined packaging systems
- Established and managed strategic vendor partnerships to ensure brand consistency and regulatory compliance across multiple state markets
- Spearheaded rapid market expansion into Arkansas through efficient creative execution and compliance management
- Developed and implemented internal agency structure and creative processes to optimize team efficiency and output
- Managed team of three direct reports (graphic designer, social media coordinator, photographer/videographer) while maintaining quality control across all deliverables

— KEY ACHIEVEMENTS

- Led strategic foundation of social engagement resulting in a 50% increase in followers within one calendar year
- Developed design and transition timeline of packaging update saving 30% in costs
- Established foundation retail brand for Maryland and Illinois markets while consumer-centric retail strategy was under development; led strategy for transition plans to Enlightened brand

GRAPHIC DESIGNER // ESROCK PARTNERS // 10/2013 - 05/2018

- Executed multi-channel design solutions for major food service clients, delivering compelling B2B marketing materials across diverse markets
- Collaborated with Creative Director to develop and implement high-level branding initiatives and advertising campaigns
- Partnered with Copywriting team to refine messaging and create integrated creative solutions
- Mentored junior designers while ensuring creative excellence and brand consistency across all deliverables
- Produced strategic branded content for client acquisition, including custom infographics and presentation materials

GRAPHIC DESIGNER // CUSTOM PERSONALIZATION SOLUTIONS // 07/2013 - 10/2013

SENIOR GRAPHIC DESIGNER // SIGNS NOW // 07/2007 - 07/2013

ADVERTISING INTERN // G2 PROMOTIONAL MARKETING // 11/2006 - 02/2007