
(what I do)

I apply creative thinking, solid management skills and strategic planning to lead integrated marketing tactics through design, development and deployment across multiple touchpoints.

Over 15 years working closely with the following clients:

- Panasonic Avionics • Lululemon Athletica • Justin Winery • Tapatio Hot Sauce • West Coast University
- American Career College • Children's Hospital L.A. • Girls Scouts Orange County • Novartis/Alcon
- Eli Lilly • Amgen • Genentech • Abbott/iLasik • Gildead • Edwards Lifesciences • Nobel Biocare
- Patioworld/Do-it Center • Crowell Weedon, Co. • Western Pacific Housing • Brookfield Homes

Programs

- Proficient in MAC and PC. Expert level Adobe Creative Suite (CC) Photoshop/Illustrator/InDesign
- Advanced experience with Dreamweaver/Final Cut Pro/Soundbooth/After Effects
- Word, Excel and PowerPoint / Keynote. Experience working with HTML5 and CSS

Skills

- creative direction • project management • brand planning • integrated marketing plans
- strategy • engagement • project briefs • analytics • identity packages • UX design • GUI
- video direction • storyboarding • digital/print design • interior/exterior design
- social media • PR • market research • proposals • team management • recruitment

Education

University of California, Irvine -graduated June 2015

- Merage School of Business, Master of Business Administration (MBA)

UCLA Extension (UNEX), Westwood - DCA certificate earned Spring 2000

- The Design Communication Arts (DCA) Certificate program

University of California, Santa Barbara - graduated May 1997

- Major Psychology, Minor Art, Bachelor of Arts (BA)

Professional Experience

Panasonic Avionics, Lake Forest, CA - panasonic.aero

January 2015 – Current, Creative Director

- Manage projects and help develop strategy for integrated marketing tactics
- Maintain brand adherence and ensure message matches goals on all tactics deployed
- Create storyboards and architecture for digital media, videos and presentations
- Design and implement new protocols to increase department productivity and efficiency
- Quality assurance and adherence to corporate standards on materials produced by marketing
- Lead creative team in brainstorming sessions to develop ad campaigns and design concepts
- Manage vendors and oversee creative of both vendors and internal clients

Additional Experience

Definitive Media (now Thread), Lake Forest, CA - dmdifference.com

March 2013 – June 2014, Associate Creative Director

- Managed a team of 10, including designers, freelancers, copywriters, QA and programmers
- Oversaw development of digital properties, such as sites, apps and touchscreen displays
- Led re-branding efforts and participated in client strategy meetings
- Directed campaign designs, pitched new concepts to clients and assisted in client relations
- Instructed educational sessions to keep team current on trends and tools used within the industry

Ignite Health (now Palio+Ignite), Irvine, CA - ignitehealth.com

February 2011 – February 2013, Senior Art Director

- Managed projects and resources to meet client demands before deadlines
- Assisted in creation of proposals, pitch decks and SOWs for new and existing clients
- Designed websites, applications for iPad and mobile device and print graphics

Forge West, Huntington Beach, CA - theforgewest.com

October 2008 – Current. Owner

- Owned and operated a boutique agency, design and produce printed and digital materials
- Supervised and directed the development and implementation of advertising needs for clients
- Performed market research to capture information on target demographics, competitors initiatives, and industry trends; create enhanced UX for clients digital properties

Ware Malcomb, Irvine, CA, p 949.660.9128 - waremalcomb.com

June 2007 – November 2008, Sr. Designer

- Led design development on multiple collateral, environmental and web projects
- Managed client accounts, obtained new clients and assisted in efforts to add new accounts
- Sought out new opportunities with existing clients and assisted the efforts of Marketing Department

Weston Mason Marketing, Santa Monica, CA, p 310-207-6507 - westonmason.com

April 2003 – June 2007, Designer

- Designed logos, collateral, print ads, e-blasts, exterior signs, POP displays and DVD covers

The Weston Group/Weston Mason, Santa Monica, CA

May 2001 – April 2003, Production Artist

- Assisted Art Directors in building out print ready mechanicals for vendors

September 2000 – May 2001, Technical Assistant

- Managed data archiving system, maintained database and created brand guideline programs
- Revised and produced mechanicals for brochures, sales collateral, direct mail, exterior signs and print advertisements in national and regional publications

Extras

- Vice Chair of Huntington Beach Allied Arts Board, *current position held*
- Recipient of Business Support Award from the City of Huntington Beach, 2012
- Recipient of MAME Award for brochure design while at Weston Mason
- Guest Speaker at USC, Information Technology Program, Fall 2008, 2010, and 2011
- Musician, (drums and guitar), Photographer, and Mixed Medium Artist