

Professional Summary

- Advertising and marketing creative director with more than a decade of experience leading and working alongside a staff of designers, art directors, copywriters, photographers and developers.
- Proven track record of delivering results-oriented visually appealing campaigns that meet or exceed expectations in both brand growth and revenue generation.
- Leader and mentor who emphasizes collaboration, inclusion, levity and a feeling of responsibility by all involved with the goal of achieving the best end result for clients.
- Proven history of meeting deadlines, following budgets and managing expenses.

Work History

Creative Director - NOLA Media Group • 2012 - Present

Strategized and executed award-winning and revenue-generating advertising and marketing campaigns for all NOLA Media Group properties including but not limited to The Times-Picayune and NOLA.com.

- Grew revenue, increased traffic both online and in-person, and cultivated greater brand equity and engagement for advertising clients across multiple verticals including finance, retail, higher education, entertainment, and automotive in both the B2C and B2B spaces.
- Designed, strategized and maintained all corporate design and brand standards with a keen eye toward brand expansion and profitability.
- Increased revenue growth as much as 400% in executing multi-platform B2B and B2C marketing campaigns promoting NOLA Media Group and its subsidiary brands.

Vice President of Creative Services - The Times-Picayune • 2007 - 2012

- Directed and executed award-winning and revenue-generating advertising and marketing creative for all Times-Picayune initiatives.
- Directed comprehensive and results-driven advertising campaigns for Times-Picayune clients which met or often exceeded expectations.
- Supervised a department of 60 designers, art directors, photographers, and production staff with the primary goal of producing a daily newspaper that was #1 in circulation for markets its size or larger during that period.
- Restructured workflow within department upon arrival to eliminate more than 125 weekly hours of overtime while simultaneously increasing productivity and improving creative output.

Graphic Designer - The Times-Picayune • 2003 - 2007

- Created award-winning and results-driven advertising and marketing materials for The Times-Picayune.

Education

Bachelor of Arts specializing in Communications and Advertising - Loyola University New Orleans

Skills and Proficiencies

- Expert skill set in Adobe Creative Suite and website development (Wordpress CMS and HTML).
- Proficient at managing multiple projects simultaneously with no sacrifice to quality or effectiveness.
- Extensive experience with strategizing and developing marketing campaigns based on attributable results like revenue generation, online traffic, and consumer engagement.
- Advanced understanding of media deployments including digital, social, email, website and video.
- Extensive experience executing and leading production process for creative projects.