

Professional Summary

- Creative director with more than a decade of experience leading a staff of designers, writers, photographers, marketers, web developers and content creators.
- Proven track record of delivering results-oriented and visually dynamic campaigns that meet or exceed expectations in both brand growth and revenue generation.
- Leader who emphasizes teamwork, inclusion, levity and a feeling of responsibility by all involved with the goal of achieving the best end result for clients or the company.

Work History

Creative Strategy Director - The Times-Picayune | The Advocate > 2019 - present

Directs a cross-functional team of designers, marketers, and production artists. Leads and executes the creative and marketing vision for all publications and business initiatives across a variety of traditional and digital platforms.

- Leads the creative/marketing vision of company's digital subscription initiative.
- Leads the company's overall brand vision.
- Conceptualizes and executes large branding and bottom funnel campaigns for advertising clients that have achieved key performance indicators and often exceeded expectations.

Creative Director - NOLA Media Group > 2007 - 2019

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 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.

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 - Loyola University New Orleans

Proficiencies

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Wordpress CMS
Adobe Premiere

Adobe After Effects
Microsoft Office
Print
Online Display
Paid Search and SEO

Social Media Optimization
Email Marketing
Website Development
Video
Google Analytics

Awards

Winner of over 30 Louisiana Press Association awards for advertising and marketing executions.