

Innovative and solutions-oriented professional with comprehensive experience in driving successful creative projects from concept to completion within time and budgetary constraints.

QUALIFICATIONS SUMMARY

- Repeated success in leveraging deep understanding of concept development, brand identity, and strategic design direction.
- Adept at leading multidisciplinary teams by delivering high-quality creative output and elevating brands to unprecedented heights.
- Demonstrated expertise in leading end-to-end 360 marketing campaigns, coordinating diverse projects, and fostering creative concepts to yield impactful outcomes for major brands.
- Known for optimizing workflows, reducing operational expenses, and expanding brand reach across diverse platforms.
- Proficient in fostering collaborative environments, nurturing creative growth, and optimizing workflows to achieve remarkable outcomes within deadlines and budgets.
- Recognized for the fusion of creativity, analytical insight, and organizational finesse to accomplish business objectives and enhance brand visibility.
- Committed to delivering unparalleled customer experiences, empowering teams, and championing relentless innovation.

AREAS OF EXPERTISE

- ◆ Creative Strategy Development
- ◆ Team Building & Leadership
- ◆ Marketing & Advertising
- ◆ Print & Digital Media & Video
- ◆ Customer Relationship Management
- ◆ Copywriting & Editing
- ◆ Budget Management
- ◆ Workflow Optimization
- ◆ Lifecycle Management
- ◆ Event Branding & Creative Initiatives
- ◆ Brand Development
- ◆ Project Management
- ◆ Innovative Storytelling
- ◆ Cross-functional Collaboration
- ◆ Customer Acquisition & Retention

KEY ACCOMPLISHMENTS

- Directed successful evolution of acclaimed rebranding campaign for Pac-12 Networks to ensure inventive strategies aligned harmoniously with business requisites and establish definitive brand guidelines, resulting in delivering 1500+ creative assets.
- Orchestrated over 200+ accomplished projects catering to diverse clientele.
- Pioneered and conceived imaginative concepts and scripts by presenting dynamic pitches and advocating for chosen creative trajectories.
- Contributed to network's sustained expansion and prominence by steering punctual execution of significant linear show packaging, marketing campaigns, affiliate assets, and scenic components.

CAREER EXPERIENCE

Pac-12 Networks, Remote - Creative Director

2018 – 2024

Lead and mentored a cohesive team of 11 designers, copywriters, editors, producers, and marketing managers, nurturing progress and promoting team cohesion for heightened staff retention. Established culture of innovative distinction and made valuable contributions to environment conducive to imaginative storytelling. Managed development of comprehensive informational graphic systems, insert graphics, and virtual elements. Monitored all components of branding and design for Pac-12 Networks' Live Events, Studio Content, and post-production content, facilitating adherence to guidelines, schedules, and quality parameters. Delivered detailed data and cost projections by forming bedrock for

strategic planning, functional objectives, and budgetary recommendations that harmonized profitability with quality outcomes.

- Reduced up to 70% in average operational expenses and enhanced quality benchmarks by overseeing and refining creative processes and workflows, actively seeking constant improvements.
- Broadened outreach of Pac-12 Networks brand across diverse platforms by applying fusion of creativity, analytical prowess, and organizational finesse to pinpoint and evaluate marketing prospects.
- Championed and executed budgetary proposals, work targets, performance gauges, and training prerequisites, maintaining delivery of lucrative and top-tier output for Pac-12 Networks.

Yahoo Inc., San Francisco, CA - Senior Creative Strategist & Art Director

2016 – 2018

Conceptualized, planned, and implemented numerous comprehensive worldwide campaigns encompassing various Yahoo offerings. Engaged with cross-functional teams to create innovative and effective marketing campaigns that resonate with the target audience and drive desired outcomes. Led the end-to-end management of various global campaigns for a diverse range of Yahoo products.

- Yielded remarkable 428M impressions and impressive year-over-year surge of 115% in product registrations for Yahoo Fantasy platform by devising and executing impactful marketing strategy and innovative campaign.
- Drove enhancement of creative outputs by coordinating with essential stakeholders to comprehensively assess efficacy of myriad creative assets and campaigns.

NBCUniversal, San Diego, CA - Associate Creative Director

2010 – 2015

Led dynamic collaborations with a multidisciplinary team of designers, copywriters, and producers, ensuring a seamless workflow. Provided hands-on guidance for creative direction, production, and design, while orchestrating compelling client presentations across prominent event portfolios. Cultivated profound comprehension of client input, goals, and objectives, fostering effective bridge between vision and execution.

- Steered branding and creative initiatives for over 40 live events, catering to colossal audience of 178K in-person attendees and additional 18.5M viewers across linear and digital platforms annually over a span of five years.
- Accomplished delivery of creative projects within prescribed deadlines, perfectly aligned with business requirements.

ADDITIONAL EXPERIENCE

Creative Director, Image Creative, San Francisco, CA

Senior Graphic Designer, Dragon Alliance LLC., Carlsbad, CA

EDUCATION

Bachelor of Arts degree in Art: Graphic Design | San Diego State University

LICENSES & CERTIFICATIONS

Executive Leadership | American Management Association

Creative Leadership | Future London Academy

Digital Marketing & E-commerce | Google

UX Design Specialization | Google

The 7 Habits for Managers: Essential Skills and Tools for Leading Teams | American Management Association

Successfully Managing People | American Management Association

TECHNICAL PROFICIENCIES

Basic HTML, Photoshop, Lightroom, Illustrator, InDesign, Premiere, After Effects, Animate, Google Apps, Microsoft Office Suite, Cinema 4D, Figma

HONORS & AWARDS

8x Telly Award Winner, Cynopsis Sports Media Finalist, Promax Finalist, Emmy Nomination