

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

Play VS, Remote - Creative Director

2025 – 2026

- Lead creative strategy and execution across brand, marketing, product, tournament, partnership, and experiential initiatives for the leading esports platform in high school and collegiate gaming.
- Manage and mentor a multidisciplinary creative team while serving as hands-on lead designer across marketing campaigns, sponsorships, broadcasts, social media, and digital experiences.
- Drive visual identity development, event branding, scalable design systems, and branded activations in collaboration with internal teams and external sports organizations.
- Partner cross-functionally with executive leadership, product, partnerships, and marketing teams to evolve PlayVS's creative vision, improve workflows, and elevate customer engagement.

Various Clients - Freelance Creative Director

2024 – 2025

- Drive creative development for brand campaigns, product launches, and digital content across B2C and B2B verticals.
- Lead full-cycle project execution—from concepting and team sourcing to delivery and performance optimization.
- Partner with executive stakeholders to elevate brand voice and visual systems aligned with marketing goals.
- Build and manage freelance teams, implement scalable workflows, and ensure brand consistency across all touchpoints.

Pac-12 Networks, Remote - Creative Director

2018 – 2024

- Led a multidisciplinary in-house team of 11 creatives, overseeing campaign development, brand design, insert graphics, and studio packaging.
- Delivered high-impact creative for live events, broadcast, and digital distribution—scaling storytelling across linear, digital, and OTT platforms.
- Owned creative operations, talent mentorship, and cross-departmental alignment with programming, marketing, and affiliate partners.
- Reduced operational costs while improving production quality by implementing agile processes and performance benchmarks.

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

2016 – 2018

- Spearheaded global creative strategy and visual campaigns for Yahoo products, including Fantasy Sports, Mail, and Search.
- Developed cross-platform brand campaigns resulting in significant user growth and engagement.
- Collaborated with product, UX, and data teams to analyze campaign performance and iterate creative strategy accordingly.

ADDITIONAL EXPERIENCE

Associate Creative Director, NBCUniversal, San Diego, 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, Google Apps, Microsoft Office Suite, Cinema 4D, Figma

HONORS & AWARDS

8x Telly Award Winner

Cynopsis Sports Media Finalist

Promax Finalist

Emmy Nomination