

BRAND | CREATIVE | CONTENT

Creative Actioneer: (noun) Brand messenger, consensus builder, decision maker. A resourceful and collaborative leader connecting brand strategy to creative execution. Typically, broad experience launching world-class people, products, and services across multiple channels.

Brands Bose Audio • Safeway, Inc. • Sony Music • MCA/Universal • Build.com

Stories Multi-channel grocery campaign defined value, increased sales \$6.8M per week.
Branded an e-commerce promotional campaign, delivered a \$12M lift in sales.
Online product videos revealed engineer's true passions, increased website engagement 250%.

Strengths Brand Positioning & Messaging Strategy • Copy, Design, & Video Leadership • Retail Marketing Execution
Agency Management • Digital & Social Media Content • Integrated Marketing & PR Campaigns

BRAND MARKETING CONSULTANT

2016 - PRESENT

Providing marketing expertise and creative brand direction. Clients include:

- P.K. Kinder Co. - Brand and content marketing strategy for a barbecue CPG pivoting into organic products.
- Jackson Clothing Company - Launch campaign planning for a startup skiwear manufacturer.
- Epic Label Solutions - Brand development and positioning, messaging and website strategy.

BUILD.COM

1/2016-7/2016

BRAND CREATIVE DIRECTOR

Reporting to the CMO, led brand campaign for this e-commerce specializing in home improvement products. Delivered complete integrated brand rollout including website redesign and UX implementation, revised logo, and brand architecture. Managed external agency relationship and internal creative team. Directed data-driven content marketing efforts, including web, email, social and collateral.

- Managed creative development, production, and delivery of TV campaign.
- Named and launched annual digital promotion campaign, resulted in \$12M lift in sales.

SAFEWAY, INC.

2011 - 2015

Marketing Creative Director

Led advertising creative for Safeway and brand partners. Partnered with consumer insights and merchandising/sales teams to develop and execute marketing campaigns across channels. Managed external agency efforts, guiding the Safeway voice and visual brand identity. Oversaw various creative campaigns from brief through production and delivery. Led process and staff development, managed and allocated \$12M annual creative budget.

- Named division MVP for management of key integrated brand and go-to-market campaigns. Led planning and communication for multiple agencies and channels (in-store, digital, OOH and broadcast).
 - Led all TV efforts; turned a broadcast campaign defining relevant value into a two-year integrated campaign which increased weekly sales by \$6.8M.
 - Supervised co-branding efforts with partners including General Mills and SU2C (Stand Up to Cancer).
 - Multi-channel 'Local Produce' campaign increased category sales 2.5% and 6.8% in successive years.
- Directed and led weekly radio copywriting and point of sale creative for multiple campaigns and regions.
 - NFL/Pepsi promotion increased PepsiCo product sales 16%.
 - Chevron fuel program and brand partnership increased revenue \$160M/yr.
- Launched loyalty marketing program just4U. Resulted in 3.5M app downloads in first year.
- Oversaw the development and execution of photography for brand refresh. Refined creative processes, implemented brand identity system.

BOSE CORPORATION

2008 – 2011

Associate Creative Director, Corporate Communications

Led video creative for consumer electronics giant. Developed product launch content as key member of the global launch team. Humanized the brand messaging, turning complex technical information into viewer-friendly product stories.

- Supervised the creation of all broadcast TV, retail display and online video.
 - In-Ear Active Headphones became the premium category leader with \$57M in first year sales.
 - DR-TV Infomercial for 2.1 Surround system sold \$100M in US media markets.
 - Online product videos increased website engagement 250%.
- Developed template for online product stories featuring Bose engineer interviews, providing passionate context to the tagline *Better Sound Through Research*. Website engagement increased 250%.
- Led expansion of in-house creative, developing studio capabilities while improving ROI. Demonstrated annual savings of \$600K.

SWEET CREATIVE

2004 – 2008

Creative Director/General Manager

Led promotional and marketing creative for this award-winning visual creative boutique in Nashville, TN. Clients included national record labels and regional advertising agencies. Managed creative team, negotiated and managed project budgets and vendor contracts. Served variously as writer/director, cinematographer, post-production supervisor.

- Executive producer on projects for clients including American Red Cross, Hunter Fans, Cook Medical.
- Conceived and directed music videos for Sony Music, Warner Brothers, Capitol and Curb Records.
 - Artists included LeAnn Rimes, Dixie Chicks, Alan Jackson, Trisha Yearwood.

Toolkit

MS Office Suite & MS Project • Adobe Creative Suite • Salesforce CRM • Hootsuite • Marketo • Atlassian

Education

Bachelor of Arts in Journalism • University of Georgia