

PROFESSIONAL SUMMARY

Experienced creative director with over 20 years of industry expertise, with a strong foundation in both graphic design and marketing. A skilled orchestrator, proficient project leader, and team cultivator, equipped with a real-world comprehension of effective marketing tactics. Demonstrated success in nurturing leadership to achieve team, client, individual, and management goals.

EXPERIENCE

POD Digital + Design, Boston, MA, Design Director / Art Director MAY 2021 - PRESENT

- Launched start-up digital brand, Burn Ghost within the established agency POD Design + Digital.
- Spearheaded securing targeted investment funds for the new web3 game and reward company.
- Directed and designed diverse digital campaigns and played a key role in overall branding and website design.
- Created, designed and produced brand guidelines.

Rex C, Miami, FL, Creative Director FEB. 2020 - NOV. 2022

- Attained 300+% revenue growth by accomplishing the main goal target.
- Successfully achieved print retention and growth goals while forging new digital partnerships, resulting in 45% increase in digital combination projects.

Houser Creative, Raleigh, NC, Creative Director / Graphic Designer FEB. 2014 - FEB. 2020

- Founded Houser Creative as a hybrid agency, adapting to changing agency landscape.
- Acted as creative director, team-builder, designer and account manager, overseeing wide range of deliverables for variety of industries and clients.
- Directed data and research agencies, website programming, product branding and omnichannel / social media campaigns.
- Successfully managed multiple accounts across industries from financial to fashion as the creative brand manager and designer.
- Designed websites, from concept through delivery.
- Designed brand identities / logo, voice and visual language.

Frank Design Worldwide, Miami, FL, Creative Director / Graphic Designer FEB. 2003 - FEB. 2014

- Co-founded Frank Design
- Launched digital marketing division.
- Directed and designed marketing materials for real estate/development projects in the hundreds of millions with sell-out rates for 7+ clients.
- Established a partnership with Crispin Porter and Bogusky for the rebranding of Volkswagen's collateral and VW dealer websites.
- Directed teams of 12-25 creatives and production professionals, managed photo shoots, and oversaw design, production, and completion of Volkswagen deliverables for two years.
- Directed and designed countless websites of various complexity.
- Grew agency by acquiring over 30 clients from diverse industries before selling company.

Pinkhaus / The Designory, Miami, FL, Design Director JUNE 1993 - FEB. 2003

- Gained expertise in Adobe Illustrator and Photoshop, AVID Certified.
- Directed, edited and created motion graphics for videos.
- Successfully handled the rebranding of Couples Resorts, and was the lead designer on many of Pinkhaus' top clients.
- Designed websites for html and Flash.

EDUCATION

East Carolina University, BFA Communication Arts / Graphic Design

SEPT. 1988 - JUNE 1993

RELEVANT SKILLS

- Creative Direction
- Graphic Design
- Campaign Development
- Strategic Communications
- Marketing Leadership
- Client-Facing
- Copywriting
- Project Management
- Team Development
- Collaboration
- Leadership
- Innovation
- Adobe Creative Suite
- Digital
- Branding
- Typography
- Logo / ID Design
- Social Media
- AI
- Photography
- Art direction
- Advertising

PARTIAL CLIENT LIST

- Volkswagen
- Bacardi
- Mercedes Benz
- Geek Squad
- Amex OPEN
- Couples Resorts
- Dominos Pizza
- Burn Ghost
- Miami Dolphins
- The Legging Bureau
- Sun International
- Triton Generators
- Clean Solar Homes
- Temple of Steel Gym
- RCCL
- Fortune International
- Pepsi
- M.O.C.A.
- Burger King
- Planet Hollywood
- Schnader Law
- Sterling Commerce
- Trinity Cyber Security
- Hunter Douglas