

## SUMMARY

Creative Director & Designer with experience building brands at both large enterprise clients and small start-ups. Aiming to combine my passion for good ideas with my enthusiasm for leading teams to deliver concept-driven and beautiful campaigns.

## WORK EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR - FREELANCE CHEIL

New York, NY / July 2023 - Present

- Projects include seasonal campaign work, paid social, video, and email/CRM assets for Samsung.
- Produced creative for SmartThings app with Martha Stewart leveraging social trends
- Developed social/programmatic creative for 2024 Paris Olympics
- Worked on out-of-home for product launch of the new Samsung Galaxy S24 Ultra AI

### CREATIVE TEAM LEAD - SPORTS ILLUSTRATED SPORTSBOOK 888 HOLDINGS

New York, NY / Nov 2021 - July 2023

- Launched all creative aspects of Sports Illustrated Sportsbook & Casino brand from ideation to market roll out inclusive of paid social, email, in-app creative etc.
- Developed creative for two TV spots – resulting in 20% increase in first time depositor sign-ups and shifting 4% away from younger demographic towards target age demographic
- Managed 2 graphic designers in Romania to deliver quality creative assets on time

### SENIOR ART DIRECTOR FCB HEALTH

New York, NY / Oct 2020 - Nov 2021

- Managed the creative portfolio of two pharma clients Austedo and Cologuard
- Led development of organic social assets and print pamphlets to drive brand awareness for clients
- Produced virtual 360 convention booth during covid pandemic working across a 30 person team

### ART DIRECTOR DIGITAS

New York, NY / Nov 2017 - Oct 2020

- Worked with a team of 50 to execute projects across large enterprise clients such as Comcast Business, American Express, Olay, Disney Parks
- Managed creative project workstreams including pitch development, programmatic campaigns, direct mail and customer journey branding
- Drove internal community service initiative focused on beautifying each borough – 80% of employees participated

### DESIGNER - FREELANCE RESOLUTE DIGITAL

New York, NY / Jan 2017 - Sept 2017

- Lead designer on diverse portfolio of clients including Santa Margherita Wines, Tullamore D.E.W, Lupus Foundation of America, New York Roadrunners
- Designed full-scale websites as well as organic social assets
- Worked within constraints of relatively small budget to produce tangible results on social and website

### DESIGNER - FREELANCE FLY COMMUNICATIONS

New York, NY / Jul 2016 - Jan 2017

- Designed the print and mechanicals of the national sales kit for Scholastic – distributed to thousands across the US
- Leveraged data visualization to produce infographics for printed medical posters for WebMD
- Helped produce a DRTV spot for No Labels

## FREELANCE & VOLUNTEER

### ASSISTANT TROOP LEADER GIRL SCOUTS

New York, NY / 2017 - Present

### BOARD MEMBER SMU NYC ALUMNI

New York, NY / 2020 - Present

### AUSTIN PICKLE RANCH

Austin, TX / 2023 - Present

Developed email, social, & merch concepts for venue launch

### SAMSUNG

New York, NY / 2023 - Present

Ongoing campaign work for agency Cheil

### INCUED

New York, NY / 2021

Developed initial brand identity for the startup

### HARLEY DAVIDSON NY

New York, NY / 2020

Localized NYC logo development

### THE ART OF GOOD

Remote / 2020

Pro-bono social creative work during pandemic for various small businesses

### GODIVA

New York, NY / 2017

Full design and production for brand photoshoot – organic social & email campaign work

## EDUCATION & AWARDS

### SOUTHERN METHODIST UNIVERSITY

Dallas, TX / 2010 - 2014

Bachelor of Arts – Advertising & Sports Management

### BENNY AWARDS 2019

People's Choice, Direct Mail B2B & Integrated Campaign for "Dear HQ"

## SKILLS

Art Direction & Design / Print / Digital / Interactive / UI/UX / Branding Identity / Campaigns

**SOFTWARE TOOLS** Illustrator / InDesign / Photoshop / After Effects / XD / Sketch / Figma