

SUMMARY

Creative leader with 10+ years shaping integrated campaigns for sports, tech, and consumer brands. Equally strategic and hands-on, with a track record of delivering culture-driving work across activations, social, and digital. Skilled in mentoring teams, building brand systems, and balancing bold creative vision with strong process optimization and execution.

WORK EXPERIENCE

CVS MEDIA EXCHANGE ASSOCIATE CREATIVE DIRECTOR – FREELANCE New York, NY / Jan 2025 - Present

- Managing and mentoring a team of 10 art directors and designers, providing creative direction across campaign development, digital media, and iterative design work for top CPG and retail brands.
- Leading the end-to-end creative process for digital campaigns, ensuring alignment with brand standards across display, social, web, and video while maintaining high design quality under DCO constraints and tight timelines.
- Streamlining creative workflows in Workfront by partnering with project managers, strategists, and media teams across multiple workstreams.

CHEIL ASSOCIATE CREATIVE DIRECTOR – FREELANCE New York, NY / July 2023 - May 2025

- Concepted and produced video content (including Times Square video board) for Samsung SmartThings app with Martha Stewart leveraging social trends.
- Developed assets for Samsung's 2024 Paris Olympics campaign, including paid social, email/CRM, and digital media, ensuring brand cohesion across all platforms.
- Produced OOH visuals for the launch of Samsung Galaxy S24 Ultra AI, integrating both environmental design elements and digital storytelling to enhance product visibility.

SPORTS ILLUSTRATED SPORTSBOOK CREATIVE TEAM LEAD New York, NY / Nov 2021 - July 2023

- Led a creative team to launch Sports Illustrated Sportsbook & Casino, delivering paid social, TV, email, and in-app visuals from concept to market.
- Streamlined collaboration processes across marketing, CRM, and product teams to ensure cohesive brand execution.
- Managed 2 Designers and international video/motion graphics teams, delivering high-quality assets on time.
- Oversaw all creative outputs, ensuring adherence to brand guidelines and alignment with project goals.

FCB HEALTH SENIOR ART DIRECTOR New York, NY / Oct 2020 - Nov 2021

- Managed creative portfolios for two pharma clients, Austedo and Cologuard, producing impactful visual communications across digital and print mediums to drive brand awareness.
- Led the concept development and execution of organic social assets and print materials, ensuring alignment with brand guidelines while delivering compelling storytelling for client campaigns.
- Spearheaded the production of a virtual 360-degree convention booth, collaborating with a cross-functional team of 30, showcasing innovative digital solutions during the COVID-19 pandemic to create engaging, immersive experiences.

DIGITAS ART DIRECTOR New York, NY / Nov 2017 - Oct 2020

- Collaborated with a team of 50 to deliver branded visual communications for clients like Comcast Business, American Express, Olay, and Disney Parks.
- Managed creative workstreams across print and digital, including pitches, campaigns, and customer journey branding.
- Drove internal community service initiative focused on beautifying each borough – 80% of employees participated.

FREELANCE

GLANDER CREATIVE, LLC. Remote / 2023 - Present

[Visit site](#)

Brand identity, social, print, and campaign work.

AUSTIN PICKLE RANCH Austin, TX / 2023

Developed email and social content for venue launch.

GODIVA New York, NY / 2017

Full design and production for brand photoshoot – organic social & email campaigns.

VOLUNTEER

LE BOOK CREATIVE AWARDS JURY PANEL Dallas, TX / Oct 2025

SMU NYC ALUMNI NETWORK CHAIR New York, NY / 2022 - Present

Leading alumni initiatives/networking events in the NYC area; served on the Reunion Planning Committee.

GIRL SCOUTS OF GREATER NY TROOP LEADER New York, NY / 2017 - Present

Mentoring and guiding girls ages 11-14 in leadership skills, community service, and personal development.

THE ART OF GOOD ART DIRECTOR Remote / 2020

Pro-bono creative work during pandemic for small businesses.

EDUCATION & AWARDS

SOUTHERN METHODIST UNIVERSITY Dallas, TX / 2014

Bachelor of Arts – Advertising / Sports Management

THE DRUM MARKETING AWARDS 2025 Bronze for Samsung's "It's a SmartThing"

BENNY AWARDS 2019

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

SKILLS

ADOBE CC: Illustrator, InDesign, Photoshop, After Effects, XD

MICROSOFT: Word, PowerPoint, Excel, Teams, Outlook

OTHER: Canva, Sketch, Figma, Jira, Slack

Conceptual Art Direction & Design, Print, Digital, Interactive, UI/UX, Branding Identity, Campaigns, AI.