


## CONTACT

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## WORK EXPERIENCE

### Director, Brand Design + Creative

Trellix / Plano, TX / 2021 – CURRENT

- Launched a new global cybersecurity company within 90 days merging two existing organizations, (McAfee & FireEye) leveraging newly hired creative staff and external resources to establish a cohesive brand identity and market presence.
- Direct end-to-end creative production across visual design, video, web, and campaigns, ensuring alignment with overarching brand strategy and business objectives.
- Lead and mentor a multidisciplinary creative team, fostering innovation, collaboration, and excellence in campaign and narrative design.
- Collaborate cross-functionally with marketing, product, and executive leadership to deliver cohesive creative solutions that improve business alignment by 10% and customer satisfaction by 12%.
- Develop conceptual pitch decks to present and sell ideas to key stakeholders, securing buy-in for major creative initiatives.
- Collaborated with social media teams to elevate brand presence and enhance mostly organic engagement.
- Implemented a data-driven monitoring system for creative initiatives, resulting in a 30% boost in campaign effectiveness and a 20% increase in brand impact.
- Optimize brand design budgets, achieving a 15% cost reduction while maintaining high creative impact and maximizing ROI.
- Manage relationships with external agencies to ensure high-quality deliverables across all creative touchpoints.
- Champion team development, resulting in a 10% improvement in team efficiency, a 15% increase in creative output quality, and enhanced team satisfaction and retention.

### Founder + Lead Creative

Brandfacto / Dallas, TX / 2015 – 2021

- Founded and led a marketing agency, assembling a team to deliver agile, cost-effective solutions and optimize client marketing budgets.
- Built a robust book of business, securing key clients such as Herc Rentals, LP Building Products, STEADfastIT, Wolf Manufacturing, and North Pole Coffee Roasters. Secured an 18-month retainer with Herc Rentals within four months, demonstrating rapid client acquisition and retention.
- Led strategic planning and launch of multiple new brands, overseeing branding, brand voice, logo redesign, packaging, and digital/social presence. Achieved a 20% increase in brand visibility and a 15% improvement in customer engagement for each brand.

### Creative Director

The Integer Group / Dallas, TX / 2017 – 2020

- Oversaw creative projects for ExxonMobil, forming a high-performing team of eight direct reports (art directors, copywriters, production artists, digital/e-Commerce designers). Reviewed and approved all creative work.
- Managed the entire project lifecycle, from kickoff to delivery, ensuring on-time and within-budget completion. Consistently met project timelines and financial targets.
- Engineered effective digital and social media campaigns, achieving a 20% increase in brand visibility and a 15% improvement in customer engagement.
- Innovated three rich media units for oil change promotions, leading to increased offer redemption rates and sustained campaign effectiveness over three years.
- Designed and executed a gaming experience for Mobil 1 motor oil, garnering 10.4 million impressions and 38,000+ players in three months, contributing to a 25% increase in sales and market share.
- Pioneered a B2B sales enablement toolkit, streamlining communication between field sales teams and retailers, resulting in a 30% reduction in onboarding time.
- Partnered with cross-functional teams to refresh ExxonMobil's retail branding, delivering cohesive in-store experiences that increased foot traffic and strengthened brand loyalty.

## EDUCATION

**Kansas State University**  
Bachelors of Fine Arts  
Graphic Design

## TEACHING

**Associate Faculty Member**  
Collin College  
Introduction to Computer Graphics (Spring 2019)  
Communication Design I (Spring 2020)  
Communication Design I (Spring 2021)

## EARLY CAREER

Group Creative Director, TPN  
Group Creative Director, Rocket Red  
Creative Director, TracyLocke  
Art Director, MMG Worldwide