

**Freelance Design
SELF-EMPLOYED****Intermittent from 1997 - 2019**

- Performed all design functions as needed including logo design, publication advertising, editorial design and execution of marketing materials for clients including Arrow Marketing, Counterpart Marketing, Oakes Creative House, AL Draper, Virtual Vinyl, ZedStream, Proterra Advertising, Sally Beauty Supply, *Dallas Child Magazine*, *Home Living Magazine*, George Grube Advertising, DIVA Media, Solisystems, *The Met Magazine*, Holmes Millet Advertising and On-Line Strategies.
- Directed design and concepts for photo shoots for magazine covers and editorial sections.
- Developed marketing concept and assign illustrations accordingly.

**Senior Designer and Video
Trévo Corporate****2016 – 2019
Oklahoma City, Oklahoma**

- Design and produce marketing materials to support a sales field in 35 countries in 9 different languages. Projects include logos, print, social media, banners, training materials, presentations, and photo editing.
- Develop and manage brand style guides for 4 different products.
- Redesigned product packaging for our flagship product. Also designed packaging for 2 new products being launched in 2018. There are various versions of each package due to the legal requirements of the countries they are being sold in.
- Served as camera operator, lighting, props, sound and editor to all video messaging from the CEO as needed. These were mostly training videos that required slide presentations or promotional announcements to the sales field.
- Manage corporate YouTube Channel pushing out training and promotional videos to various countries with translated subtitles for the various languages required in the 35 countries.
- Within 6 months of being at Trévo, I taught myself to edit video in Adobe Premiere with graphic, voiceover, music, footage and stills. In the first year this saved the company over \$15,000 in editing fees that would have been paid to a vendor.

**Creative Director
THE OKLAHOMAN MEDIA COMPANY****2012 – 2016
Oklahoma City, Oklahoma**

- Manage the Marketing Design team that is responsible for all company marketing materials. Spanning from logo development through long-term campaigns via print, social media, website development, digital ads, email blasts, POS, direct mail, presentations, event signage, branding guidelines, TV/Video, and content marketing for all internal brands and sub-brands. Main brands are The Oklahoman Media Company, The Oklahoman, NewsOK.com, The Oklahoman Direct, and Big Wing Interactive.
- Manage the Advertising Design team that is responsible for fulfilling all client needs including logos, print, digital, POS, direct mail, presentations, and other various creative services.
- Provided concept development, art direction, script development and oversaw all production for broadcast video spots.
- Direct concept, strategy and campaign development for Consumer and Business-to-Business products including The Oklahoman Media Company, *The Oklahoman*, NewsOK.com, BigWing Interactive, Oklahoman Direct and all sub-brands under those main brands
- Oversaw all creative elements in the rebranding of *The Oklahoman* newspaper and OPUBCO Communications Group in 2014 this included logo design, branding guidelines, B2B sales materials, B2C marketing materials, point-of-sale, and building signage throughout the company's new building.
- Marketing team received one Emmy and two Telly awards for TV spots produced to promote *The Oklahoman* newspaper in 2012.
- Marketing team won The International News Media Association's "Best Idea to Grow Advertising Sales" in the world promoting *The Oklahoman's* advertising services in 2014.
- Advertising team has received over 14 Addy awards in these 4 years.

Art Director
DALLAS MORNING NEWS

2006 – 2012
Dallas, Texas

- Direct concept, strategy and campaign development for Consumer and Business-to-Business products including *The Dallas Morning News*, *Briefing*, *FD Luxe*, *Quick*, *Al Dia*, *dallasnews.com*, *SportsDayDFW.com*, *neighborsgo.com*, *HSGametime.com* and *DMN Media*.
- Design and produce marketing materials including logos, print, online, POS, direct mail, presentations, and photo editing.
- Develop and manage product brand style guides for 15 different products.
- Provided concept development, art direction and oversaw all production for broadcast video spots.
- Developed a marketing campaign that contributed in raising over \$1 million for *The Dallas Morning News* Charities Campaign for 4 consecutive years.
- Received five Telly awards for *The Dallas Morning News* TV spots in 2007 and 2008.
- Featured in UNTold+new: Communication Design Alumni Retrospective Exhibition at The University of North Texas in 2011

Director of Creative Services
THE KING GROUP

2002 – 2006
Dallas, Texas

- Designed and produced print and collateral materials for clients including Kroger, Texas Lottery Commission, FedEx Kinko's, Blockbuster, Lone Star Park, Six Flags Over Texas, 7-Eleven, Pappadeaux Restaurants and DFW Airport.
- Developed creative advertising concepts for existing and new accounts.
- Wrote headlines, body copy and scripts for print and broadcast.
- Oversaw translation for Hispanic advertising.
- Managed timelines for magazine, newspaper and outdoor marketing materials.
- Provided camera-ready artwork, sourced bids, designed and produced signage for photo and broadcast shoots including props.
- Served as Agency Producer for photo and television shoots, involving casting, location scouting, and music composition.
- Position for the Texas Lottery was under very high-security at all times which required a background check and fingerprinting.
- Received the Batchy Award for the Texas Lottery "The Cash Fives" given by the National Association of State Lotteries for Best Jingle.

Advertising Art Director
DALLAS OBSERVER / NEW TIMES

1993 – 1998
Dallas, Texas

- Developed creative advertising ideas for retail account executives and clients.
- Trained and assisted sales account executives with advertising layout and photo preparation.
- Developed advertising guidelines and managed overall look of retail ads in the newspaper.
- Designed and produced promotional materials for special issues, projects, in-house advertising, forms and materials.

Studio Assistant
MCCANN-ERICKSON

1988 – 1993
Dallas, Texas

- Provided print production, technical chart illustrations, budget estimating, typesetting, and art direction for clients including Texas Instruments, Six Flags Over Texas, Coca-Cola, AT&T, Exxon, Buick, Texas Department Of Public Safety
- Produced the world's first talking print ad in *Business Week* for Texas Instruments; ad was produced under high-level secrecy by selected artists under various code names and contained a talking microchip that activated when the page was turned to that ad.

EDUCATION

UNIVERSITY OF NORTH TEXAS, Denton, Texas
Bachelor of Fine Arts – Advertising Art, 1988
Minor: Advertising, Department of Journalism

TECHNICAL SKILLS

Adobe Photoshop / Adobe Illustrator / Adobe InDesign / Microsoft Office / Adobe Premiere