

PROFILE

Creative Leader

I'm a product of my Midwestern roots and values; hard working, authentic and a passion to explore what's on the horizon. Coincidentally, traits that make for a thriving brand. Creative is in my blood, but I have a head for strategy, process and business. I believe that great creative and exceptional business results go hand-in-hand.

For over 20 years, I have led agency and corporate creative and marketing departments. I take great pride in building collaborative teams and fostering an environment where the better idea can be found with focus and persistence.

I also bring a little fun to the process, because I believe we're lucky to be in the business of ideas and to work with people who value ours.

SKILLS

 Brainstorming Art Direction Brand Marketing Strategy Copy Writing Leadership Human Approach

WORK EXPERIENCE

Freelance Brand Marketing & Creative | Denver, CO • 2020 – Present

Marketing & Creative Director

Providing the full spectrum of brand and marketing tools to clients throughout the multi-billion dollar outdoor industry. Services include: brand strategy development, marketing consultation, advertising, creative services, social media activation (Facebook, Instagram, YouTube, blogs), website design and development, SEO, producing promotional videos, tradeshow design and activation.

Spectrum Retirement Communities | Denver, CO • 2018 – 2020

Director, Creative Services

Responsible for overall strategy and content creation of all marketing and advertising communications for the company and it's 48 communities across the U.S. Developed and executed integrated marketing campaigns and promotional materials to achieve increased lead generation, resident occupancy and engagement, and talent acquisition and retention. Supervised a team of five.

- Spearheaded and developed a kaizen newspaper process to manage and realize a brand refresh across the entire portfolio ensuring materials for all channels were consistent and cohesive
- Led the development and launch of the new company websites for headquarters and communities
- Directed the creation of an integrated advertising campaign which included TV (four spots), print, Web, digital, email, social, direct mail, video, radio, events and public relations (for 48 communities)
- Created, implemented and enforced brand standards across the national portfolio

Swingle Lawn, Tree & Landscape Care | Denver, CO • 2016 – 2018

Marketing Manager

Directed all facets of marketing, advertising and promotional communications for the brand, including print, Web, digital, email, social, direct mail, video, radio, events and public relations. Wrote and implemented the company marketing plan, which defined short- and long-term goals and detailed the strategies to meet the goals. Managed a team of three and an \$850K annual marketing budget.

- Led the development and successful launch of the company's brand refresh across all channels
- Developed and launched the new company website showcasing over 600 indexed pages
- Developed and managed a scalable marketing and advertising solution for all company operations including the Colorado, Oklahoma and North Carolina offices
- Managed the marketing and public relations for the opening of the Firestone branch office

RE/MAX, LLC | Denver, CO • 2011 – 2015

Creative Services Director

Principle creative leader for RE/MAX global headquarters. Led creation of all marketing and advertising materials intended to increase brand strength, recruit and retain agents, and sell franchises. Managed internal and external resources to develop integrated marketing campaigns, collateral systems, websites, trade show booths and annual reports. Managed a team of twelve and a \$600K department budget.

- Developed recruiting campaigns which helped grow membership from 88,000 to over 100,000 agents
- Led brand audit, resulting in development of a more unified company branding system
- Served on Editorial Board to ensure on-brand, on-strategy marketing efforts and cohesive integration
- Served on Claims Committee which explored new claim opportunities and ensured existing claims were defensible and relevant
- Developed, implemented and enforced brand standards across worldwide network

Orion Multimedia | Littleton, CO • 2008 – 2011

Senior Producer

Produced over 40 half-hour outdoor adventure TV episodes annually, aired on Versus network and ESPN2 Outdoors: ATK Grateful Nation, Bucks of Tecomate, Realtree's Monster Bulls, Winchester Legends, Winchester Whitetail Revolution, Winchester Turkey Revolution. Member of management team, tasked to proactively develop new content and foster company growth.

EDUCATION

Colorado Institute of Art

Denver, CO 1990 – 1992
Associates Degree in
Visual Communications

University of Nebraska

Lincoln, NE 1989 – 1990
Marketing Major with
Emphasis in Art

COMPUTER SKILLS

Advanced in Mac OS

InDesign, Photoshop, Illustrator,
Acrobat, Bridge, Keynote, Excel,
Word, PowerPoint and Outlook

- The Bucks of Tecomate became the No. 1 field sports series on Versus, reaching 74MM homes – the most-watched field sports TV series in the outdoor industry, on any network
- Executive producer of first live broadcast of a military weapons demonstration (Fort Benning)
- Researched and wrote episodic treatments for all shows ensuring compelling story arcs, sponsor product integration and content accuracy
- Managed and directed editors, videographers, writers, motion graphic designers and talent

San Miguel Outdoors, Inc. | Austin, TX • 2006 – 2008

Director of Marketing

Recruited to lead the development and implementation of brand positioning efforts and all marketing initiatives for the company's south Texas hunting ranch and global hunt booking agency. Responsible for all creation and implementation of marketing and advertising deliverables. Managed a \$350K budget.

- Directed the development and distribution of an 84-page annual sales catalog
- Spearheaded and implemented a sales prospecting and CRM system, resulting in 13% increased sales
- Produced/distributed weekly promotional emails to client database, resulting in \$185,000 annual sales
- Created and conducted a media hunting event inviting leading Texas outdoor writers, resulting in seven articles written and over \$65,000 in sales
- Developed and launched a comprehensive company website showcasing over 120 global offerings

Freescall Semiconductor (contract with Liaison Resources) | Austin, TX • 2005 – 2006

Identity Manager

Provided creative and strategic direction, project management and fostered collaboration between the design, Web, AV, editorial and account services teams. Supervised the creative team's interpretation of the brand, ensuring consistency for all Freescall products, services and systems worldwide. Managed a cross-functional team of 42.

- Served on the Web Editorial Board to ensure on-brand, on-strategy messaging and integrated marketing efforts worldwide
- Managed and enforced Freescall Brand Identity Standards across multiple company divisions globally
- Implemented a Signature Graphic creative process resulting in more cohesive product launches across all channels

Cabela's, Inc. | Sidney, NE • 2002 – 2005

Marketing & Brand Services Director

Hired on as senior art director of the advertising division in the creative department. Within eight months was promoted to lead the newly formed Marketing & Brand Services department. Managed 950 print ad placements annually, marketing collateral, broadcast, corporate communications, in-store promotions and event activations. Managed a \$700K department budget.

- Selected by CEO to serve on Brand Integration Committee – team of four, tasked with unifying the marketing and sales promotion efforts of all company divisions
- Spearheaded the creation of a Cabela's Brand Style Guide and the consolidation of company logos
- Developed and implemented a 3-proof process for creative projects, resulting in an 18% efficiency increase in project lifecycles
- Developed and implemented a M.A.P. (Marketing Activation Plan) used to strategically and creatively produce events, television shows, television commercials and large scope marketing projects

Pageworks Communications | Denver, CO • 1999 – 2002

Creative Director

Served as the agency's principle creative lead. Responsible for new business development and final creative product for all channels. Managed outside talent and agency resources to create integrated marketing campaigns, identity and collateral systems, websites and annual reports for clients such as Richmond American Homes, Pauls Corporation, Reed Group and Food Bank of the Rockies.

- Increased account holdings resulting in Denver-area ad agency ranking increase from #25 to #19