



### **Award-winning Senior Art Director is igniting creative excellence in entertainment marketing...**

An experienced Senior Art Director with eight years of expertise in creative digital marketing, specializing in social media messaging within the entertainment industry. Talented in managing all creative team structures, focusing on technical skills development, and effective team leadership. Passionate about pop culture, TV, movies, and video games, merging a business-driven mindset to yield optimal results for organizational success while delivering high-impact campaigns and driving creative excellence.

#### **VALUE PROPOSITIONS**

- ✓ **Highly skilled in design, video editing and motion**
- ✓ **Recognized for exemplary team management and collaboration skills**
- ✓ **Effective brand communication, strategy, and engagement methodologies**
- ✓ **Leader of award-winning campaigns, gaining industry recognition for creativity**

#### **CORE EXPERTISE**

- Small Team Management
- Social Media Marketing
- Content Production
- Creative Development

#### **PROFESSIONAL EXPERIENCE**

##### **MOVEMENT STRATEGY 2016 - Present**

Maintained a successful career with progressive and simultaneous roles, leveraging creative and strategic leadership skills to drive optimal results...

##### **Senior Art Director (2020-Present)**

###### **Key Accomplishments:**

- Achieved the internal "Superhero" award through coworker feedback and nominations.
- Received the prestigious Gold Clio Award for the remarkable success of The Boys social campaign for Prime Video, highlighting excellence in creativity and strategic execution.
- Effectively co-led the creative team on the Prime Video social account, driving creativity, collaboration, and impactful content that resonated with diverse audiences while contributing to the brand's success.
- Supervised the creative development of social media content spanning several accounts and specialty projects, ensuring brand alignment and audience reach.
- Successfully led monthly creative brainstorming sessions, providing comprehensive feedback and presenting a team's ideas to clients, resulting in the adoption of innovative concepts.
- Streamlined the review and approval process for creative assets and copy, helping the team strategically align with brand objectives.
- Collaborated closely with strategy and data teams to optimize creative content and improve the effectiveness of creative content.

##### **Art Director (2016-2020)**

###### **Key Accomplishments:**

- Promoted to Senior Art Director for outstanding leadership, innovative strategies, and delivering exceptional results across various projects and campaigns.
- Served as a founding member of the agency's DEI Committee, demonstrating a dedication to nurturing equity and inclusion within the organization.
- Created and directed most of the creative assets provided for Love, Death & Robot's social media campaign for Netflix, earning an OMMA award.
- Successfully developed and directed the vast majority of creative assets on the Unsolved Mysteries social media campaign for Netflix, resulting in multiple advertising awards.
- Played a critical role in numerous successful client pitches, utilizing design and art director expertise to push initiatives forward.
- Directed the visual development for award-winning campaigns, demonstrating a solid grasp of leadership and creative vision.

## **EDUCATION**

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### **Bachelor of Arts-Digital Design**

University of Colorado Denver

### **Advanced Motion Methods Course**

School of Motion

## **AWARDS**

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- Superhero Award - Movement Strategy
- 2021 Promax Awards: Organic Use of Social Media to Promote A Program or Series (Silver Winner)
- 2023 Promax Awards: Organic Use of Social Media to Promote A Program or Series (Gold Winner)
- 2019 OMMA Awards: Mobile Integration Cross Platform (Winner)
- 2019 Clio Award (Bronze Winner)
- 2022 Shorty Awards: Brand Identity (Winner + Audience Honor)
- 2022 Shorty Awards: Consumer Brand (Finalist + Gold Honor)

## **TECHNICAL SKILLS**

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Graphic Design

Video Editing

Motion Graphics

Data Analysis