



■ CREATIVE DIRECTOR

ABOUT

Professional creative director with 18 years of leadership experience, skilled in relationship-building, team development, critical thinking, and problem solving. Devoted to merging innovative technologies with eye-catching UX design and security. Invested in cultivating a dynamic creative team by prioritizing mentoring and ongoing education.

SKILLS

■ **LEADERSHIP, SALES, & SUPPORT**

Team Management, Project Management, Client Relations, Technical Sales, Quote & RFP Proposal Development, Sales Presentations, Project Research & Evaluation, Strategy Development, Training Delivery, Technical Documentation, Help Desk Support, MS Office, Connect Wise PM Software

■ **WEB DEVELOPMENT & DIGITAL MARKETING**

WordPress, Joomla, Drupal, Shopify, Concrete5, Moodle, WooCommerce, SharePoint, SquareSpace, Weebly, WIX, Salsa Labs Engage, Google Analytics, Payment Gateways, Social Media APIs, MailChimp, ConvertKit, ConstantContact, Facebook Ads, HootSuite, HTML/CSS, PHP, MySQL, Web Design & Web Development, Custom Software Development, UX/UI Design, Responsive Design, Mobile-First Design, SEO, ADA, Data Migration, Graphic Design, Branding, Adobe Creative Suite, QuarkXPress, Figma

EXPERIENCE

2022-Present

DESIGN DIRECTOR

ADDIS ENTERPRISES

- End-to-end project and account management
- Lead brainstorming/creative sessions to generate ideas
- Spearhead and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology
- Driving teams to reach ambitious and challenging goals, meet customer's requirements and drive to satisfaction, loyalty, and excellent performance
- Develop solutions based on data insights and client feedback with top-notch UX design, UX research, information design, interaction design, visual and content design, A/B testing, and website analytics
- Lead prospective pitches with clients direct (account expansion and new business); quote and scope projects in-line with company's revenue targets and profitability

2012-2022

CREATIVE DIRECTOR

COURTLAND CONSULTING

- Leading the creative division from a start-up division to becoming an online digital leader with clients nationwide
- Build, design, and review work of the creative team in the production of all web, print, and digital marketing collateral
- Manage a fun, innovative, creative environment for designers, programmers, marketers, copywriters, testers, help desk technicians, sales team, contractors, and vendors with a hands-on approach
- End-to-end project and account management
- Developing high quality business strategies and plans ensuring their alignment with short-term and long-term objectives for the creative division
- Maintain awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, and new industry developments and standards
- Meet budget standards by forecasting and managing expenses for the division

EXPERIENCE CONTINUED

2008-2012

SENIOR WEB DESIGNER/DEVELOPER

COURTLAND CONSULTING

- Directed photographers, illustrators, designers, and production staff to ensure proper production of campaign elements
- Created an average of four minor websites or one major website per month
- Spearheaded all design elements, templates, and brand consistency with a strong focus on UX design
- Responsible for end-to-end web development and UI interfaces

2004-2008

OWNER, GRAPHIC & WEB DESIGNER/DEVELOPER

STONY BEACH STUDIO

- Designed and produced many designed pieces in the forms of logo design, print design, identity, signage, and web design. Designed and coded websites using HTML/CSS, WordPress, Joomla, Drupal, and Concrete5
- Managed multiple, concurrent projects in different stages, juggling short-turn around jobs with longer, more complex projects
- Maintained production schedules and budgets
- Collaborated with clients directly through each project

2004-2008

GRAPHIC AND WEB DESIGNER

RESURRECTION LIFE CHURCH

- Successfully lead a team of 12 creative individuals from all professions to grow the church through printed and digital marketing
- Assist in the growth of the church through branding, marketing, and advertising (500 attendees in 2005 to 1,200 attendees in 2009)
- Performed lead role in the brand design and production of print, identity, packaging, multimedia, web design, and web applications

ACHIEVEMENTS

RECORD PROJECT DELIVERABILITY

Delivered 8 Shopify websites in 2 months, from start to finish. This included web design and development, product design and content writing, shipping and payment gateway configuration, testing, training, and launch.

LEADING DEVELOPMENT STANDARDS

Developed first responsive grid for a State of Michigan website - Library of Michigan's eLibrary (mel.org). This website was also the first State of Michigan website to implement the State's ADA standards that is used today. I worked on the team to establish these ADA development standards.

RECORD HIGH SALES

Developed new sales processes and virtual products for the Creative Division, which resulted in the best sales year in 2021. That switch came from 2020 being the worst sales year in the division's history. These results came from A/B testing many sales touch points, quote layouts, product offerings, and UX designs for landing pages. 2022 is on target to be an even bigger year yet.

EDUCATION

2002- 2004

BS, VISUAL DESIGN & WEB MEDIA

FERRIS STATE UNIVERSITY

2000- 2002

AAS, VISUAL COMMUNICATIONS

FERRIS STATE UNIVERSITY