

THE SUMMARY

A results-driven Creative Director with 20-plus years experience in both the agency and in-house creative team worlds. As a creative team lead of visual designers, videographers, social media gurus and copywriters, I've had the fortune of innovating the customer journey through omni-channel marketing.

EDUCATION

Bachelors Degree in Graphic Design
Arizona State University

TOOLS

- Expert-Level Adobe Creative Suite: InDesign, Photoshop, Illustrator, Adobe XD, and Acrobat Pro. WordPress, HTML, and CSS
- Design and Editing with After Effects and Premiere Pro
- Experienced in Figma, Canva, Slack, and Asana
- Well versed in Microsoft Office (Word, PowerPoint and Excel), and Google Docs
- Google Analytics, SEO, Marketing Automation, Hubspot, ActiveCampaign, Keap, Act-On, and Groove

SKILL SET

- Creative direction and graphic design in a diverse client base spanning: SaaS, cybersecurity, marketing, e-commerce, luxury, nonprofit, B2B, and B2C
- Strategic thinking and optimizing communication with C-suite, internal stakeholders, sales, dev tech, account managers, and clients to develop and execute creative solutions with lasting results
- Highly skilled at utilizing marketing analytics
- Superior conceptualization of traditional and digital marketing collateral, including logo design, user interface (UX/UI), advertising, and email campaigns, as well as headline, body copy, and storyboard writing
- Motivational team leadership, uniting designers, videographers, and copywriters to deliver remarkable products while working directly with clients on all aspects of production

PROFESSIONAL EXPERIENCE

GENIUS MONKEY | Tempe, AZ | January 2020 - Present
Creative Director and Marketing Automation Manager.

Genius Monkey is a programmatic omni-channel marketing agency utilizing proprietary software as a service technology as well as providing creative services for a diverse client base. Visit geniusmonkey.com.

As creative director, executing brand development, copywriting, web development, client relations, social, marketing analytics and automation. Management of junior designers, videographers, copywriters and marketing coordinators.

- Drove all rebranding efforts, launching a new website and creating innovative marketing strategies to enhance brand recognition
- Leveraged unified customer journey to increase lead generation by 400%.
- Elevated brand helped Genius Monkey achieve dramatic market growth over 2020-2023 with record profits

TRAPP TECHNOLOGY | Phoenix, AZ | June 2015 - October 2019
Creative Director and Marketing Automation Manager.

Trapp Technology is an IT services SaaS company. Providing managed services and cloud application hosting for the financial services industry. Trapp is also the parent company to ArmorPoint cyber security and DOTVOX VoIP communication brands. Visit trapptechnology.com.

As creative director, executing brand development, copywriting, web development, client relations, social, marketing analytics and automation. Management of junior designers, videographers, copywriters and marketing coordinators.

- Successfully positioned Trapp Technology as a progressive, modern IT company with a competitive advantage in the field
- Effectively increased company visibility and profits by 70%, in addition to increasing email marketing leads by 300%
- Skillfully created and introduced DOTVOX and ArmorPoint brands

PROFESSIONAL EXPERIENCE (CONT'D)

RJD CREATIVE DESIGN AGENCY | Phoenix, AZ | June 2007 - June 2015
Art Director.

RJD Creative is a boutique design firm providing large-scale agency services for companies who have the need, but not the budget. Visit rjdcreative.com.

As art director, graphic design, brand development, copywriting, illustration, and web development.

- Creating and developing the North American brand for Mitel Networks. Website, collateral, convention events and brochures.

DAMON R DESIGNS | Phoenix, AZ | June 2007 - June 2015
Independent Creative Director and Marketing Services

Providing contract creative director services, executing brand development, copywriting, web development, client relations, social, marketing analytics and automation. Management of junior designers, videographers, copywriters and marketing coordinators.

IN ONE ADVERTISING | Scottsdale, AZ | January 2001 - June 2007
Graphic Designer / Art Director

IN ONE Advertising was a design firm specializing in marketing for luxury resorts and country clubs.

As art director, graphic design, brand development, copywriting, illustration, and web development.