

**SPECIALTIES:**

Creative strategy

Art direction and design

Problem solving through thoughtful design solutions

Process development and implementation

Team development and management

Marketing collateral and identity systems

User experience and information design

Brand strategy and implementation

Social media planning and execution

Agency and vendor management

**SKILLS:**

Copywriting & Editing

User Experience Design

Web design

Digital marketing

Packaging

Direct mail

Print Management

Logo & Identity Systems

Event design

Traffic management

Adobe Creative Suite

Microsoft Office

A hands-on creative leader with high-profile, client-facing experience and broad multi-channel marketing knowledge across all media – from print to digital and mobile, video production and direct mail to environmental graphics – for internationally recognized companies, brands and events.

Deep, holistic understanding of every aspect of the creative process, including team management, copywriting, brand identity, art and photo direction, evaluating creative and securing top-level talent, with a focus on improving cost-efficiency and maximizing revenue potential.

---

**k**

---

**CREATIVE DIRECTOR, WASHINGTON NATIONALS • APRIL 2015–PRESENT**

Serve as the organization's creative engine and brand steward, delivering consistent creative solutions across all team-controlled assets. Manage the design and creation of photographic and promotional materials for all internal departments, including ticket sales, advertising, social media, corporate sales, community outreach, venue services, baseball operations and ownership.

Develop and implement the art direction for each season, driving revenue generation by effectively and creatively communicating the team's business objectives and brand messaging in digital, print and video. Plan and execute data-driven promotional marketing and advertising campaigns through direct collaboration with business analytics and digital marketing teams.

Lead and develop a multidisciplinary in-house team of graphic designers, photographers, writers and freelance staff, all dedicated to creative excellence and innovation, customer engagement, brand stewardship and revenue generation. Regularly analyze and streamline workflow by implementing processes to maximize efficiency of time and resource management.

**TRAVEL LEADERS GROUP • APRIL 2003–APRIL 2015**  
**CREATIVE DIRECTOR, APRIL 2011–APRIL 2015**

Innovative, holistic, customer focused, in-house department director and lead creative for nine distinct company brands. Conceptualization of creative strategy across various verticals as well as project management and execution. Supervise, direct and coordinate the print, online and multimedia work of the creative team. Manage a 13 person creative staff both locally in Alexandria and remotely across the country. Presentations of campaigns to top company executives. Responsible for developing and maintaining marketing brand integrity for multiple multi-million dollar iconic travel brands. Traffic management, print negotiation and buying.

**SENIOR MANAGER, CREATIVE SERVICES, APRIL 2003–APRIL 2011**

Innovative, holistic, customer focused, in-house department manager and lead creative for Vacation.com. Conceptualization of creative strategy across various verticals as well as project management and execution. Supervise, direct and coordinate the print, online and multimedia work of the creative team. Aggressive, high-end direct marketing schedule that supports the marketing and sales efforts of top international travel brands. Responsible for developing and maintaining marketing brand integrity for not only Vacation.com but multiple multi-million dollar iconic brands. Initiated, developed and executed company Social Media project plan across multiple channels.

Senior Designer: 4/2003 - 1/2006

Manager, Creative Services: 1/2006 - 7/2009

Senior Manager, Creative Services & Design: 7/2009 - 4/2011

## HOBBIES:

Photography  
Custom invitations  
Travel  
Baseball  
Sephora

## FAVORITES:

peonies  
black cherry anything  
meteor showers  
crayons  
snowflakes  
room service  
PMS 430  
adirondack chairs  
lilacs  
penguins  
snail mail

## SENIOR DESIGNER, HR COMMUNICATIONS • APRIL 2002–APRIL 2003

Agency Senior Designer for clients clients such as DC Lottery, The Forest Service, NASA.

Variety of print marketing materials  
Pitch work for new business  
Logo and identity development  
Web design

## SENIOR DESIGNER, EMOTION, INC. • DECEMBER 1999–DECEMBER 2001

In-House Senior Designer for leading Digital Asset Management company

Multimedia presentations (Flash and Director)  
Variety of print marketing materials  
B2B marketing  
Event design  
Web design

## GRAPHIC DESIGNER, KOCH, INT. • DECEMBER 1997–DECEMBER 1999

Record Label Designer focused on album packaging for classical, jazz and rock titles

POS materials  
Publication design  
Compilation pitches  
Print marketing materials

## EDUCATION

Alfred University  
Major: Psychology; Minor: Fine Arts  
Alfred University Presidential Scholar

## HONORS & AWARDS

Vacation.com Employee of the Quarter - Q2, 2009  
2009 Magellan Award Winner - Advertising/Marketing Campaign Gold & Silver Awards  
2010 Magellan Award Winner - Marketing/Direct Mail Gold Award  
2010 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2011 Magellan Award Winner - Marketing/Direct Mail Gold Awards  
2011 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2012 Magellan Award Winner - Marketing/Direct Mail Gold Awards  
2012 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2013 Magellan Award Winner - Marketing/Direct Mail Gold Awards  
2013 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2014 Magellan Award Winner - Marketing/Direct Mail Gold Awards  
2014 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2014 Magellan Award Winner - Marketing/Direct Mail Gold Awards  
2015 Magellan Award Winner - Advertising/Marketing Campaign Silver Awards  
2015 Magellan Award Winner - Marketing/Direct Mail Gold Awards

Online portfolio available at: [resume.designsiren.com](http://resume.designsiren.com)  
Specific samples available upon request.