

PROFESSIONAL EXPERIENCE

Art Director & Creative Strategist

Burbach Creative

2021 - Present

- Collaborate with cross-functional partners, including designers, scientists, researchers, and product managers to define opportunities, develop concepts, and bring ideas to life
- Support in the development of creative strategy and brand identities to impact sales opportunities, revenue growth and brand awareness for clients
- Strengthen brand presence and competitive position for clients across mediums while working within establish branding systems
- Develop templates for print and digital assets to be used by a broad range of marketing and sales team members

Founder & Creative Director

The Cheeky Life

2020 - Present

- Responsible for developing all aspects of the brand and applying a unified approach across all mediums and social platforms
- Navigated the design and creation of the website, including the e-commerce platform, blog, third party integrations, SEO, and tracking tools with a mobile first approach
- Implement digital strategy to analyze customer behavior, track ad performance and narrow audience targeting to provide more valuable content to consumers and increase conversion rates
- Design all merchandise and coordinate domestic and international fulfillment through third party vendors
- Coordinate direct mail campaigns with content creators to build brand awareness and drive online sales
- Responsible for all company bookkeeping, budgeting, quality assurance and providing customer support in a timely manner

Art Director

Amenity Health (MedCline)

2019 - 2020

- Supported the development of creative strategy to align with business objectives and increase D2C e-commerce sales through data-driven, multi-channel campaigns
- Evolved the brand identity to create a more unique brand presence and establish a propriety brand visual language

Senior Graphic Designer

American Specialty Health

2018 - 2019

- Developed unique and relevant creative solutions for several high-profile, revenue boosting assignments that met business objectives and amplified brand presence
- Oversaw design development, providing peer to peer mentorship to junior designers and production artists
- Assessed existing processes, identifying inefficiencies, and made recommendations for solutions to improve quantity and quality of work
- Responsible for the development and execution of all physical trade show exhibit spaces and marketing collateral, resulting in increased brand awareness and prospecting opportunities

EDUCATION

San Diego State University

Bachelors of Arts, Graphic Design | *Summa Cum Laude*

2011 - 2014

SKILLS

Adobe Creative Suite, InDesign, Illustrator, Photoshop, XD, Word, PowerPoint, Excel, SketchUp, HTML, CSS, Figma, Canva, Bynder, Miro, Wrike, Hubspot, Wix, Workfront