

Key Projects

Busch Funeral and Crematory Services

Lead the creative for the major rebranding of the oldest funeral home chain in Northeast Ohio.

The Predictive Service User Conference

Directed the marketing, promotion, and visual identity for this inaugural user conference.

DMprime

Directed the branding, marketing, and pre-launch promotions including social media and email campaigns.

Viewpoint®

Redeveloped user interface for Predictive Service's flagship web-based reporting application.

Experience

2016 - Present | ZippityPrint.com, Cleveland, OH | Director of Creative Services

- Manages the cost estimating, concepting, design, and production of customer design projects
- Consults with customers to assess project needs and maintains customer relationships
- Conceptualizes, designs, and executes all ZippityPrint.com marketing, including regular email blasts, quarterly campaigns, social media, product promotions, and company website
- Manages design department staff, assigning projects as necessary to adhere to timelines and schedules
- Makes in-person appearances to local and industry events to further brand awareness and customer base

2013 - 2015 | Sampson/Carnegie, Cleveland, OH | Brand Experience Designer

- Design, development, and production of all client branding, advertising programs, marketing campaigns, email campaigns and newsletters, and regular client communications.
- Managed social media for all clients, planning and executing regular campaigns to increase engagement and brand awareness through creative imagery and compelling copywriting
- Managed and maintained client websites, including site design, blog content writing, search engine optimization, and back end programming
- Managed and maintained company web and filemaker servers

2005 - 2010 | Predictive Service, Cleveland, OH | Creative Director

- Directed teams of designers, copywriters, and vendors to produce successful marketing and corporate materials, supporting the company's needs within budget and time constraints
- Led creative concepting and review for advertising, website development, and corporate marketing campaigns
- Coordinated with sales team to plan and execute regular marketing programs to increase brand awareness and generate revenue
- Wrote, directed and produced the company's quarterly newsletter
- Served as media and Public Relations contact, writing regular press releases and fielding questions from the press as needed
- Planned, developed, and produced global interactive marketing campaigns to announce the company's online training division

2000 - 2013 | The Belfry Productions, Cleveland, OH | Founder, Art Director

- Designed, developed, and programmed external and internal web communities for clients
- Researched and developed strategies for regular marketing campaigns and communications, further refining strategies and delivery based on user feedback
- Directed and implemented corporate branding for several agencies
- Published in Dream Interactive's book, *600x800*, a collection of work featuring notable international designers
- Featured flash animator at By Designers For Designers' annual flash film festival

Skills Adobe Creative Suite, Wordpress, Copywriting, Light Tech Support, Banana Bread, Mac and Windows.

Education University of Cincinnati | Graphic Design, Aerospace Engineering

Extracurriculars

Board Member | Bike Lakewood | 2017 - present

Trail Ambassador | Cleveland Metroparks | 2014 - present

Mentor | The Refugee Response | 2016 - present