

CONTACT

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EDUCATION

M.F.A. MULTIMEDIA ART
George Mason University | VA

B.F.A. COMMUNICATION DESIGN
Art Center College of Design | EU/CA

CERTIFICATES

Artificial Intelligence Enablement,
issued by **Booz Allen Hamilton** (2023)

- Familiarity with basic Artificial Intelligence (AI) approaches and concepts, how to identify and brainstorm AI opportunities for clients.

UX Master Certificate (#1028090),
issued by **Nielsen Norman Group** (2022)

- UX Management, UX Research, and Interaction Design

PUBLICATIONS & AWARDS

- **American Advertising Awards**
- **Capitol Communicator, (2017)**
Innovation Was Theme at the 2017 ADWDC
- **Publicis Group Newsroom, (2014)**
How Brazilian Brands Reacted to Brazil's Unprecedented Loss

PROFESSIONAL PROFILE

Leads brand and creative strategy, brand identity, and multi-media integrated campaign development. 10+ years of experience leading projects for in-house and agency creative teams. Approaches the creative process through focus on research, data, and behavioral insights to ensure optimal results and efficiencies. Successful in leading and implementing the latest technology, multi-faceted and innovative creative approaches for large national accounts.

WORK EXPERIENCE

2018 – 2025 **Senior Lead/Creative Director**, Booz Allen Hamilton | VA
2015 – 2018 **Associate Creative Director**, GMMB | DC
2011 – 2015 **Senior Art Director**, Publicis Group | DC

In addition, served in consulting and full-time Art Director/Designer roles, creating and preparing print, online, and collateral marketing materials; led creative direction and multi-channel communication initiatives for Fortune 500 Clients that delivered market-leading results for agencies nationwide, including Lawrence & Schiller in Sioux Falls (SD), Discovery Communications, in Bethesda (MD), and Foote, Cone & Belding in San Francisco (CA).

CLIENTS & INDUSTRIES

Technology & Communications – Booz Allen Hamilton, AT&T Wireless
Defense & Government – Huntington Ingalls Industries
Automotive – Nissan, AAMCO
Financial – Huntington Bank
Health Care – AARP, The Mayo Clinic
Packaged Goods – Snickers Ice Cream, Land O' Lakes
Sports – Oakland A's, Major League Baseball
Alcoholic and Non-Alcoholic Beverages – American Beverage Association, Land O'Lakes, International Delight, E&J Gallo Winery, Woodford Reserve
Nonprofits and Trade Associations – The Red Cross, UnitedWay

TECHNICAL SKILLS

Functional Categories: Adobe Cloud · Express · CC Library · Photoshop · XD · Illustrator · Premier Pro · InDesign · After Effects · Firefly · Figma · Acrobat · Microsoft Excel · PowerPoint · Excel · Word · Midjourney · Dall-E 2 · CSS · Asset Bank · Crazy Egg · Power BI · Workfront

Photography and video production: Directors, photographers, and talent hiring, selection, direction, management · Vendor selection and hiring · Pre-production and post-production · Assets alignment and execution

Digital Asset Management (DAM) Expertise: Metadata Management · Optimizing asset discoverability and retrieval · Asset Tagging, streamline, version control · Asset management workflows · tagging strategies