

01 Experience.

● Associate Creative Director

2060 Digital
Cincinnati, Ohio
Jan. 2024 — Present

- ✦ Creation & implementation of new branding offerings across nine markets.
- ✦ Manage creative team consistent of designers, social media managers and copywriter.
- ✦ Responsible for departmental budgeting and pricing.
- ✦ Hands-on creative lead for high-tier clients with multi-million-dollar contracts.
- ✦ Oversee content strategy across various demographics and national markets.
- ✦ Responsible for collaborating with the pre- and post-sales team to implement new processes that increase profitability and efficiency in the creative department.

● Art Director

2060 Digital
Cincinnati, Ohio
Mar. 2019 — Dec. 2023

- ✦ Developed onboarding processes for new employees and clients.
- ✦ Managed and led a team of three designers, a copywriter and a creative project manager.
- ✦ Managed quality assurance on all pre-determined milestones of any given project.
- ✦ Created and set design aesthetics, tone and experience of new digital campaigns.
- ✦ Responsible for setting quarterly departmental goals and performance reviews.

● Digital Designer

2060 Digital
Cincinnati, Ohio
Apr. 2017 — Apr. 2019

- ✦ Designed high-quality digital graphics to support campaigns and initiatives.
- ✦ Worked closely with the Creative Director to ensure client expectations were met.
- ✦ Lead client brand projects and initiatives across multiple departments.
- ✦ Analyzed multi-point data to inform design decisions and client education.

● Marketing & Graphic Design Manager

Adphos Group
Worldwide — Cincinnati, Ohio
May 2016 — Apr. 2017

- ✦ Designed and developed the Adphos Group website, branding identity, audience and tone.
- ✦ Created multiple print and digital concepts to support the marketing and sales teams.
- ✦ Responsible for creating content strategies for multiple social media channels.
- ✦ Managed marketing budgets and logistics for several business verticals.

● Graphic Designer

Adphos North America, Inc.
Cincinnati, Ohio
Jun. 2014 — May 2016

- ✦ Created visual design concepts to support the marketing and sales teams.
- ✦ Analyzed web data to inform visual design concepts and user experience opportunities.
- ✦ Managed customer relationship (CRM) databases and curated media lists in HubSpot.
- ✦ Arranged high-quality photo shoots and videos for newly created products.

02 Education.

BFA in Graphic Design

Bachelor of Fine Arts
Art Academy of Cincinnati
Graduated 2015

● Applied Graphic Communication

Associate of Arts
University of Cincinnati
Graduated 2013

● Marketing

Associate of Business
University of Cincinnati
Graduated 2012

03 Awards. Relevance.

Hubbard Award Recipient

Hubbard Broadcasting
Minneapolis, Minnesota
2022 & 2023

Design for Good

Non-Profit Initiative
Cincinnati, Ohio
2019, 2022

- ✦ Founded a non-profit initiative that focuses on the core principle of the design discipline - the impact of brands.

NextGen Leadership Alumni

Hubbard Broadcasting
Minneapolis—St. Paul
Aug. 2018 — Sep. 2019

- ✦ Selected to join the NextGen program at Hubbard Radio, engaging in a 14-month project alongside colleagues from diverse locations nationwide.

04 Skills.

Leadership

Creative Direction

Branding & Identity

Storytelling

Marketing

UI/UX Design

Adobe Creative Suite

Microsoft 365 Suite

Brand Activation

Content Strategy