

Introduction

Talented creative leader skilled at crafting rich visual experiences, directing visionary brand innovation, and building successful, strategic creative organizations. Living in the sweet spot where brand intersects with storytelling. Leading with empathy and inspiration.

Education & Career Development

ART INSTITUTE OF PITTSBURGH
School of Graphic Design (1999)

CORNELL
Design Thinking Course (2022-2023)

CONTINUED STUDIES
EEI Communications, Alexandria VA (2006-2008)
Ledet Training, Washington DC (2018-2019)

NAVY FEDERAL CREDIT UNION
Aspiring Leadership Program (2022-2023)

MAVEN
Design Leadership at Scale - Director (2024)

Previous Experience

Navy Federal Credit Union | Vienna VA

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|--------------|--|
| 2023-Present | MANAGER, MARKETING COMMUNICATIONS DESIGN |
| 2020-2022 | ASSISTANT MANAGER, CREATIVE SERVICES |
| 2018-2020 | MKT COMMS DESIGNER III, CREATIVE SERVICES |

Role & Key Accomplishments

In-house creative agency for the world's largest credit union serving military and their families.

- Led and mentored the marketing graphic design team in the creation of best-in-class experiences and initiatives across owned and paid channels **via strategic, actionable creative direction.**
- Orchestrated Navy Federal's brand creative renaissance, **driving break-through, high-performing campaigns** and product launches, including the most successful product launch in enterprise history, cashRewards Plus, which resulted in a record number of applications and new account opens..
- Evolved corporate brand standards and drove consistency across all marketing channels, the enterprise, and with external vendors **to establish brand equity and trust with members.**
- Helped to launch the in-house agency team identity, Creative Corps, **resulting in team engagement scores increasing by +20% YoY.** Fostered a robust culture of individuality, empowerment, innovation and teamwork through the rollout of a shared team values initiative.
- Advocated for horizontal brand alignment by participating in a year long job rotation with the UX Design department. Gaining wider enterprise knowledge, while evangelizing marketing design innovations and **nurturing strong relationships with cross-departmental colleagues, agency partners and vendors** through collaboration.
- Oversaw the design team transformation into full-scale SAFe Agile, **increasing marketing output velocity by 66% in a single year.**

Previous Experience, Cont'd ►

Previous Experience, Cont'd

SENIOR ART DIRECTOR

Ironman Triathlon / Revolution3 Triathlon
Centreville VA (2009-2018)

World renowned triathlon and running event brands. Oversaw the creative development of corporate brand standards, national advertising, marketing collateral, event signage, and merchandise. **Led/mentored the art department, consisting of designers, photographers, videographers, in-house print & apparel managers.** Spearheaded a web design modernization effort, resulting in increased business revenue and better customer experience. Coordinated on-site event media direction, photography, streaming video, live website updates, and digital event signage.

SENIOR DESIGNER

Fishbowl Marketing, Inc
Alexandria VA (2005-2009)

Premiere national restaurant marketing agency specializing in email and loyalty marketing. Established an expanded graphic design team. Led development of creative concepts and cross channel marketing deliverables for the world's top restaurant brands. Mentored and helped develop junior designers. Crafted and presented effective client pitch decks, **winning new business and driving company revenue.**

ADVERTISING DIRECTOR

Galaxy Music Distributors
Pittsburgh PA (2000-2005)

Nationwide physical media distributor. Managed the design, layout, production, and ad sales for a monthly B2B catalog. Created brand standards and established online advertising. Drove ad revenue by leading a print production modernization effort, **creating cost savings and raising quality standards.**

GRAPHIC DESIGNER

Gregory Welteroth Advertising
Williamsport PA (1999-2000)

National newspaper and magazine advertising agency. **Responsible for design and layout of award winning creative** for industry-leading, household-name brands, like: John Deere, Sea-Doo/Ski-Doo, XFL, WWE.

**Thank you
for your
consideration.**