



OBJECTIVE

Create memorable effective experiences for businesses through business strategy & design.

- Commissioned by **Nike** for illustrations for **Jordan Brand Innovation Team**.
- Restructured and focused sales and operations resulting in **20%** annual revenue growth to **\$8M** (C3 Technology).
- Revamped marketing for luxury retail brand expanding market share to a younger demographic creating **3%** annual revenue growth to **\$20M** (Gearys Beverly Hills).
- Created brand identities and standards for startups: social network **Cobird** and fintech app **Personal Adviser** for Series A funding of **\$10M** and **\$5M** respectively.
- Managed monthly fashion/lifestyle/pop culture magazine publication across the country in 11 cities with a subscriber base of **350,000** (944 Magazine).

SKILLS

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| • Multi-Channel Sales & Digital Marketing | • E-Business Operation, B2B and B2C | • Responsive Design for mobile/web/OTT |
| • CRM | • Business Development | • Web Development - Magento, Wordpress, Shopify |
| • Lifestyle/eCommerce Marketing | • Client Pitching | • Presentation Design - Keynote, Powerpoint |
| • Email Marketing | • Machine Learning/AI | • Video/Audio/3D Shooting/Editing |
| • Corporate Strategy | • Adobe Creative Cloud | - Premiere, After Effects, Audition, Cinema4D |
| • Market Sizing & Segmentation | • UI/UX Design - Adobe XD, Sketch, InVision, Zeplin, Blasamiq | |
| • P&L | | |

PROFESSIONAL EXPERIENCE

Continuous Consulting - Los Angeles, CA

2011-2019

Management, Digital Marketing, Design Consultant as Sole Proprietor

- Commissioned by **Nike** to create a series of illustrations for **Jordan Brand Innovation Team** for use in apparel and at Nike Headquarters in Portland, Oregon.
- Increased revenue by 10% for **Earthbar**, a juice/smoothie/supplement retail store supplying client with retail store improvements, technology adaptations, leasing negotiations, community collaborations, and digital advertising campaigns.
- Created experience design for **Visa** through **Spinifex Group**, an experience design agency and content production company across four global studios, showcasing innovative purchasing for mobile, in-home, retail, transportation, and entertainment.
- Concepted, designed, and pitched new campaign direction for **Soylent**, an organic plant-based protein, through **Ignited**, a hybrid marketing/advertising agency, for annual 2020 campaign review.
- Created digital marketing strategies and creative campaigns for luxury fashion brand **Moncler** and cruise liner **MSC Cruises** through **theAmplify**, a global technology and data-driven influencer agency, assembling **1,500** social media influencers to document their journey across the world to an island in the Caribbean.
- Conducted financial analysis, corporate strategy, process workflow, marketing initiatives, advertising campaigns, and staffing recommendations for **C3 Technology Services**, a business solutions provider of copiers, printers, scanners, multifunction devices, wide format systems, document routing software, document management solutions and IT services.
- Created viral digital marketing assets for **Oprah Winfrey Network** for use in broadcast, print, and digital media resulting in **\$5M** of earned media through social network sharing.
- Concepted, designed and directed advertising campaigns for **Morongo Casino Resort & Spa** through **MJA Advertising**, increasing annual billings **18%** from **\$17M** to **\$20M**.

Cobird - Los Angeles, CA
Creative Director

April 2017 - June 2018

Cobird is a social network startup targeting urban millennials connecting news, commerce, shopping, and media.

- Established company goals and ideated business models with CEO/stakeholders.
- Created brand identity and established creative direction for website and mobile app.
- Led Design & Web Development 20+ person team for UI/UX for website and mobile app under Agile framework.
- Cultured creative process through team-building workshops.

Gearys Beverly Hills - Beverly Hills, CA
Creative Director

June 2014 - April 2017

Gearys is a luxury retailer in Beverly Hills, Century City and Santa Monica retailing luxury brands Rolex, Patek Philippe, Baccarat, Christofle, Lalique, and Rahminov Diamonds.

- Concepted, designed and directed new lifestyle campaigns targeting a younger demographic for catalogs, websites, email, billboards, magazine, and newspapers while managing marketing content through Magento CRM.

Mazda - Costa Mesa, CA
Freelance Art Director

April 2013 - August 2013

- Concepted and designed campaigns with media buys in excess of **\$155M**.

944 Magazine - Beverly Hills, CA
Art Director

December 2009 - January 2011

- Led a team of 50+ designers & collaborators for monthly output of 11 magazines in excess of 135 pages across the country.
- Concepted feature stories for monthly publication collaborating with key stakeholders, advertisers, editors, photographers, contributing writers, illustrators, wardrobe stylists, hair and makeup artists.

McCann Worldgroup Advertising Agency - Los Angeles, CA
Art Director

April 2007 - December 2009

- Concepted, designed and directed global and national campaigns for broadcast television and radio, digital (apps, websites, microsites, banners) and print for clients General Motors, Nestle, Ad Council, Taster's Choice, Allergan, IHOP, Bumble Bee, Saab, Goodstart, Zicam, Prestone, Fram, and Northrop.

Goodby Silverstein & Partners - San Francisco, CA
Art Director

August 2006 - April 2007

- Concepted, designed and directed campaigns for all media for clients HP, Sprint, Saturn, Netflix, Comcast, Adobe, Frito Lay, gotMilk?, Elizabeth Arden, and Specialized Bikes.

EDUCATION

Master of Business Administration (MBA)

2017-2019

University of Southern California, Marshall School of Business, Los Angeles, CA
Marketing

Bachelor of Fine Arts (BFA)

2003-2006

Art Center College of Design, Pasadena, CA
Advertising/Design

Bachelor of Science (BS)

1993-1997

University of California, Riverside, CA
Business/Biology