



757.613.1983
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HelloIamCreative.com

EDUCATION

East Carolina University
 B.S. in Communications
 1989-1994

SKILLS

Editorial Design
 Advertising Design
 Marketing Design
 Creative Direction
 Photo Editing
 Video Production
 WordPress Management
 Social Media Execution
 and Management
 Headline Writing
 Pre-press
 Mac/PC Proficient

PROGRAMS

Adobe InDesign
 Adobe Photoshop
 Adobe Illustrator
 Adobe Flash/Animate
 Adobe Lightroom
 WordPress
 Adobe Premiere
 Logic Pro

SEPTEMBER 2011 – PRESENT | CREATIVE DIRECTOR VIRGINIA MEDIA | TRIBUNE PUBLISHING

Responsible for the creative output of Distinction Magazine, VA Growler Craft Beer Magazine, PRIME, and Outer Banks Magazine. with oversight of the art directors, photographers and creative processes; presentation and execution of branding and design of the magazines; the profitability, budget and creative quality of the magazines, and the operational readiness of the online components including the website and social media outlets, all in fulfillment of our brand promise to our readers.

- Work with the editor in the development of stories
- Ability to execute creative concepts and copy, and clearly communicate creative direction to others
- Excellent communication, planning, time-management, and follow-through skills
- Manage budgets, procuring and scheduling of freelance photographers and illustrators
- Manage art direction, design, and production of the magazines
- Prepare and justifying job estimates and work directly with printers
- Quality control, including proofing, reviewing, creative output and processes
- Produce videos for online use
- Create and manage all social media content including Twitter, Facebook, and Instagram
- Creating and maintaining the DistinctionVA.com and the VAGrowlerMag.com websites

JULY 2019 - DECEMBER 2019 | CREATIVE CONSULTANT KANSAS CITY MAGAZINE

Responsible for redesigning and branding the former 435 Magazine in Kansas City into Kansas City Magazine. Redesigned their logo, cover and inside pages, helped advise current art directors on photo editing and photo shoot direction.

MARCH 2008 – SEPTEMBER 2011 | CREATIVE DIRECTOR VIRGINIAN-PILOT MEDIA COMPANIES, LLC

Created various ad campaigns for businesses in Hampton Roads, and outside of market, which include print, direct marketing and digital solutions. Designed all in house Pilot Media marketing and collateral. Creative consulted and trained graphic design staff of 24 designers. Went on client calls with sales executives and presented creative to clients to lock in potential revenue. Had a sell ratio of 75% – 85% of all projects presented from March 2008 – September 2011.

JUNE 2005 – MARCH 2008 | GRAPHIC DESIGN TEAM LEADER VIRGINIAN-PILOT MEDIA COMPANIES, LLC

Managed and scheduled a graphic design staff of 8 designers. Held meetings, creative consulted designs of staff, helped in brainstormings, provided consult and problem solving between sales staff and design. Worked with other team leaders and sales managers to uncover potential revenue opportunities.

MARCH 2001 – JUNE 2005 | GRAPHIC DESIGNER VIRGINIAN-PILOT MEDIA COMPANIES, LLC

Managed ad list of over 60 clients weekly for The Beacon (city tab) and the Virginian-Pilot newspaper as well as producing creative specs and projects.

MAY 1994 – DECEMBER 2000 | PROGRAM DIRECTOR/MUSIC DIRECTOR/ ON-AIR DJ ROCK 102.5 WERX & 95.3 THE WAVE WOBR

Managed and scheduled staff of 5 full-time employees plus 4 part-time employees. Talking with music label representatives, choosing music and making daily on-air play lists. Produced various on-air shifts. Copy writing and voicing commercials for on-air use. Planning concert events and on-air giveaways. Performing remote broadcasts.