

**Brand Identity Design | Communications Management | Copywriting | Creative Direction | Interactive Design | Leadership | Social Media**

Encourage opportunities to lead by example through key superior communication positions. Demonstrate leadership and initiation of brand strategy campaigns through design and writing expertise. Conceptualize and execute national, regional, and retail accounts. Provide a thorough understanding of client needs and objectives from consumer vantage point—achieving positive results and favorable company brand presence.

- **Brand Identity Design:** Executive with 10+ years expertise in producing award winning design solutions for agencies with billings reaching 200K. Proven brand strategist for automotive, education, government, manufacturing, medical, non-profit, and retail disciplines.
- **Communications Management:** Lead communicator that drives company growth while improving processes and team culture. Educational coach for designers within technology industry, customizing training programs and portfolio preparation curriculum.
- **Copywriting:** Strategic writer for marketing mix materials, including digital channels. Contributing content/SEO writer for business blogs and editorial publications. Lifestyle, verse writer/editor for greeting card and pet industry social media networks.
- **Creative Direction:** Agency new business team player, executing campaign solutions from concept to final creative end product.
- **Interactive Design:** Project front runner in website strategy planning, information design, interactive intention, content management, site map function, user interface and user experience [UI/UX]. Brand governing across multiple digital communication channels.
- **Leadership:** Chief decision maker in selecting talent for software training with ability to steer strategic innovation and direction for C-suite presentations. Team leader in fostering vendor partnerships by retaining professionalism and cohesive budget.
- **Social Media Community:** Content development & strategist for campaign calendar planning, consumer community engagement, and compelling execution. Industry Social listening and content sharing for increased impressions and website session conversions.

**WORK EXPERIENCE (DIVERSE CLIENTELE)**

**Zero322, Fierce Brands™, MI, Principal, Brand Director, Present-2010:**

- **Ignite Social Media**, MI, [Freelance Pool] Content Producer, Present-2020
- **iStock by Getty Images**, WA, [Online] Visual Content Contributor, Present-2018
- **Best Friends Pet Care, Inc.**, MA [Contract] Social Media Strategy/Content and Print Support, 2020-2018
- **Second to None**, MI, [Contract] Mystery Shopper, 2018-2016
- **Verde Media LLC**, MI, [Contract] Inbound, Content Writer, 2018-2017
- **Ferndale Area Chamber of Commerce**, MI, CRM/CMS Systems, Administrative, 2017-2016
- **Team Schostak Family Restaurants (Applebee's)**, MI, [Contract] Marketing Support, 2015-2013
- **Amerisure Insurance, Inc.**, MI, [Contract] Communication Designer, 2014-2013

**RELEVANT POSITIONS PRIOR TO 2010:**

- **City of St. Clair Shores**, MI, [Contract] Brand Director
- **College for Creative Studies (CCS)**, MI, [Contract] Custom Training Manager
- **International Academy of Design and Technology (IADT)**, MI, Graphic Design Program Chair
- **College for Creative Studies (CCS)**, MI, Adjunct Instructor, CE Department (Illustrator, InDesign, Branding And The Idea)
- **Engineering Technology Department, Macomb Community College (MCC)**, MI, Adjunct Instructor (Digital Layout; InDesign)
- **Frontier 3 Advertising**, MI, Creative Director
- **Kelly Services, Inc.** HQ, MI, Art Director/Graphic Designer
- **W.B. Doner and Company**, MD, Art Director
- **Ross Roy, Inc.**, MI, Art Director
- **WKBD Fox 50**, MI, Graphic Designer
- **GM Photographics [Marketing Services]**, MI, Intern
- **Professional Graphics Network**, MI, Graphic Designer
- **Crowley's Corporation**, MI, Layout Artist

**Agency client accounts include, but not limited to:** AARP, AT&T, Chrysler, Detroit Symphony Orchestra, Dutch Boy Paint, GE Capital, Fila Sportswear, Hiram Walker, Kmart (Builders Square, Sports Authority), Marriott Hotels & Rewards, Maryland National Bank, MCI, Monogram Bank; (Frontier 3 Jaguar; Elder Automotive Group, Mike Riehl Automotive, Noonan Pontiac, Ray Laethem Buick, GMC, Dodge, Chrysler Jeep RAM Dealer, Tait Ophthalmology, Papa Romano's Pizza, National Telemetry Association, Precision Coil Spring Co., Saunabar, WaterWork Plumbing, Alert Alarm, Applebee's (Team Schostak Family Restaurants), Camp Bow Wow, Dynamix Music For Fitness, Gierczyk; Light Harbor Realty, Kathy Krupa Portraits (K2K9), Kunding, Lunchtime Global, PM Caterers, Powerhouse Gym, Spartanburg Humane Society, St. Nicholas Greek Orthodox Church, The RESTORE Foundation, American Pet Magazine, Avanti Press, Pointe Magazine, Michigan Beer Guide, 3DK9 LLC, Art Van Furniture, Inc., BD's Mongolian Grill, Crowley's Corporation, Drug Detection Dogs, Krispy Kreme Doughnuts, MOD Pizza, The Chop House Ann Arbor (MSV), PetSmart, Inc., Service Merchandise (Fine Jewelry), Potbelly Sandwich Shop, Shinola, Vince & Joes Gourmet Market, Xfinity



## EDUCATION

### Master of Business Administration (MBA)

Business Management

Northwood University (NU); Richard DeVos Graduate School of Management, Midland [Troy], MI

### Bachelor of Fine Art (BFA)

Art Direction/Graphic Communications

College for Creative Studies (CCS), Detroit, MI

## COMPUTER ADVANCEMENT

*Proficient in CC 2020 Adobe Suite; Software advancement: HTML, CSS, Flash, Dreamweaver, Fireworks, Apple iWork software; iMovie, iPhoto, Keynote, Pages, Numbers, Google Docs, Microsoft 365; cross platform, Wild Apricot; Customer Relationship Management [CRM] database platform, Community EZ Project and WordPress; Content Management System [CMS] website platform(s), HubSpot (Inbound Marketing/Social Media), Hootsuite (Social Media), Monday, Trello, and Workgroups DaVinci project management platforms*

## HONORS AND RECOGNITION and TESTIMONIALS

*Professional Development & Certifications:*

**Social Media Certified** HubSpot Academy; HubSpot, Inc. [Online], Cambridge, MA

**Hootsuite Platform Certification** Hootsuite Academy; Hootsuite Media Inc. [Online], Vancouver, Canada

**Social Marketing Certification** Hootsuite Academy; Hootsuite Media Inc. [Online], Vancouver, Canada

**Content Marketing Certification** HubSpot Academy; HubSpot, Inc. [Online], Cambridge, MA

**Inbound Certification** HubSpot Academy; HubSpot, Inc. [Online], Cambridge, MA

**Advanced Web Design Certification** Sessions College for Professional Design [Online], Tempe, AZ

**Web Design Certification** Sessions College for Professional Design [Online], Tempe, AZ

**Technical/Academic Advancement** Central Michigan University (CMU), Wayne State University (WSU), Macomb Community College (MCC)

**American Council on Exercise (ACE)** Certified Personal Trainer

**American Council on Exercise (ACE)** Group Fitness Instructor

**American Council on Exercise (ACE)** Health Coach

**American Heart Association CPR/AED**

**Save1 CPR Canine CPR Certification of Completion**

*Interests & Professional Organizations:*

**Adobe User Group Detroit**

**AIGA Professional Association for Design**

**AIGA Detroit**

**IDEA Health & Fitness Association Mind-Body Member**