

Brand Identity Design | Communications Management | Copywriting | Creative Direction | Interactive Design | Leadership

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.

WORK EXPERIENCE (DIVERSE CLIENTELE)

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

- **Best Friends Pet Care, Inc., MA** [Contract] Social Media Strategy/Content and Print Support, Present-2018
- **iStock by Getty Images, WA**, [Online] Visual Content Contributor, Present-2018
- **Second to None, MI**, [Contract] Mystery Shopper, Present-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
- **City of St. Clair Shores, MI**, [Contract] Brand Director

Art Direction (Ross Roy, Inc. [BBDO] and W.B. Doner & Co.): AARP, AT&T, Bell Atlantic, 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 Advertising): Bruce Campbell Dodge, C&C Heating & Cooling, Jaguar; Elder Automotive Group, Expert Electronics, Flame Furnace, Edsel B. Ford House, Grosse Pointe Dermatology & Cosmetic Center, Klock Design, Landquest Properties, Michigan House Calls, Mike Riehl Automotive, Noonan Pontiac, Ray Laethem Buick, GMC, Dodge, Chrysler Jeep RAM Dealer, Tait Ophthalmology, Wayne-Macomb MRI Center, West Michigan Ophthalmology (Professional Graphics Network): Boodles Restaurant, Papa Romano's Pizza
SEO/Content Writing (Verde Media LLC): Creme de la Creme, Inc., Aero Precision Products, Inc., National Telemetry Association, Precision Coil Spring Co., Saunabar, The Home Experts, WaterWork Plumbing
Brand Design Consultation Alert Alarm, Analytical Process Systems, Inc., Applebee's (Team Schostak Family Restaurants), Benny's Restaurant, Camp Bow Wow, Dynamix Music For Fitness, European Domestic Personnel, Gierczyk; Light Harbor Realty, Growth Strategies 4U LLC, Holy Trinity Orthodox Church, Kathy Krupa Portraits (K2K9), Kunderling, Lunchtime Global, PM Caterers, Powerhouse Gym, Spartanburg Humane Society, St. Nicholas Greek Orthodox Church, Taylor International Academy, The RESTORE Foundation, Vision Media
Copywriting American Pet Magazine, Avanti Press, Pointe Magazine, Michigan Beer Guide
Retail Sales/Strategy 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

RELEVANT POSITIONS PRIOR TO 2010:

- **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

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:

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

AIIGA Professional Association for Design

AIIGA Detroit

IDEA Health & Fitness Association Mind-Body Member