



EXPERIENCE

CREATIVE MANAGER >> *Bloomin' Brands, Inc. / Outback Steakhouse*

March 2021—present :: Tampa, Florida

Campaign development from concept to completion, including strategy and creative designs for digital, social and print. Concepting, script writing, storyboard development and creative direction for National Linear TV, OLV and CTV commercials. Script writing for radio spots. Design in-restaurant collateral and direct/approve other in-house designs. Email and website design and implementation. Design and write copy for paid social media content and display ads. Provide concepting and direction for photo shoots. Photo retouching. Train/mentor designers and digital producer.

WEBMASTER / GRAPHIC DESIGNER +MORE >> *Bloomin' Brands, Inc.*

September 2008—March 2021 :: Tampa, Florida

Later responsibilities: Design and maintain Outback.com. Design creative, write copy, build HTML and deploy marketing emails, and deploy SMS/MMS for Outback Steakhouse. Assist with BBI and other brand digital creative and website updates.

Early responsibilities: Designed, built and deployed marketing email deployments for all restaurant concepts (Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill) for 2+ years. Designed and maintained BonefishGrill.com, RoysRestaurant.com and BloominBrands.com (6 years). Designed creative and wrote the copy for all printed and digital materials (FSIs, in-restaurant collateral, direct mail, gift cards, emails, digital banner ads, and more); wrote and posted all social copy and content to social platforms (Facebook, Twitter and Instagram); plus, managed in-restaurant music for Bonefish Grill for over 5 years. Creative Director at photo shoots for 1 year.

WEBSITE + E-COMM DEVELOPER >> *Idearc Media/Verizon Superpages.com*

1999—September 2008 :: Saint Petersburg, Florida

Designed and maintained client websites using a third-party development tool. Duties also included logo design, animation, customer service, sales, copywriting, proofreading, and site revisions/updates. Over 1800 websites built.

EDUCATION

TRUMAN STATE UNIVERSITY

1994-1999 :: Kirksville, Missouri

B.F.A. Visual Communications, *Cum Laude*

SKILL SET + MINDSET

I thrive on creativity, both professionally and personally. Like to be challenged and pushed past my comfort level, because that's often where the magic happens! Love to design creative and write copy for both printed and digital marketing projects, from concept to completion. Am self-motivated, flexible, adaptable and always willing to learn. Enjoy working on a team and in a fast-paced environment. Am a proud member of the Grammar Police. Always appreciate a great pun!

SOFTWARE + TECH

Mac OS

Adobe Photoshop CC
Adobe Illustrator CC
Adobe Dreamweaver CC
Adobe InDesign CC
Adobe Premiere Pro

Adobe Acrobat Pro
HTML / CSS / Javascript
Sitefinity / Sitecore CMS
Cheetah ESP

Google Analytics
Social Media Platforms
Microsoft Office Applications
Asana Project Management

CONTACT

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References provided upon request.