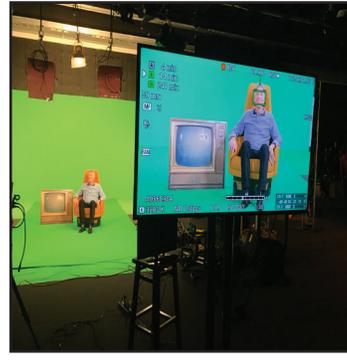


# PROJECT PORTFOLIO

## CREATIVE CONTENT & AUDIENCE ENGAGEMENT

Creative content leader with experience planning and executing audience-focused storytelling across print, video, social, and digital platforms. Specializing in on-location production, event-driven content, and scalable content systems that support brand initiatives, guest engagement, and long-term loyalty.

- Multi-platform content strategy (print, video, social, digital)
- On-location production at major destination environments
- Content development supporting events, launches, and brand initiatives
- Creative leadership, budgets, and cross-functional collaboration



# PROJECT PORTFOLIO

## INTEGRATED MARKETING & AUDIENCE REACH CAMPAIGNS

### Project Details:

Samples of outdoor creative for the Orlando-Daytona Beach DMA produced as part of the WESH 2 News multi-platform marketing strategy.

Annual Budget: \$500,000

Duties: Campaign Development, Placement, Creative Direction, Design



# PROJECT PORTFOLIO

## BRAND SYSTEMS & GUEST-FACING ENVIRONMENTS

### Project Details:

Samples of WESH 2 brand collateral pieces and plant branding for the WESH-TV studios produced in the role of Assistant Creative Director.

Duties: Creative Direction, Design, Project Management, Bidding & Procurement



# PROJECT PORTFOLIO

## ALWAYS-ON AUDIENCE ENGAGEMENT & SOCIAL CONTENT

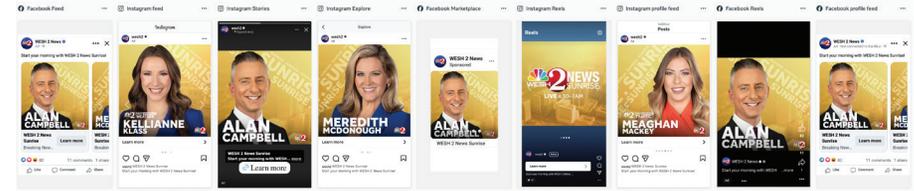
### Project Details:

Placed and managed over 500 social media paid campaigns ranging from app installs, targeted link clicks, and video view metrics. Lifetime impressions from campaigns is near 10 million.

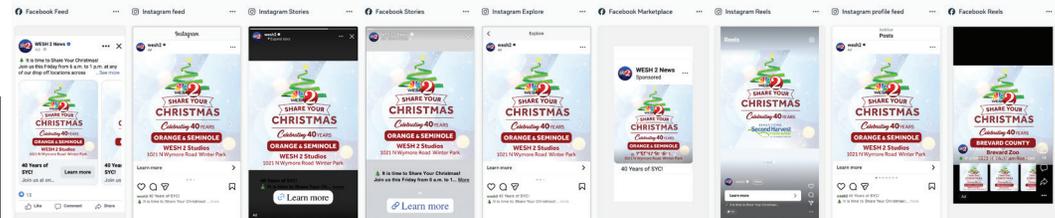
Annual Budget: \$40,000

Annual Impressions: 10 million

Duties: Campaign Development, Placement, Creative Direction, Design



### Performance overview



Ad creative	Ad Set Name	Ad Set Name	Results	Reach	Impressions	Cost per result	Amount spent
Used in 1 ad	Tracking IAN Generic WES...	Tracking IAN Generic WES...	19,580 Link clicks	182,945	328,692	\$0.08 Link Click	\$1,500.00
Ian's Impacts: Orange County WESH 2 First Warning Weather L...	Ian Orange Co	Ian Orange Co	13,358 Link clicks	59,184	101,264	\$0.04 Link Click	\$500.00
Ian's Impacts: Seminole County WESH 2 First Warning Weather L...	Ian Seminole Co	Ian Seminole Co	9,176 Link clicks	28,697	54,737	\$0.03 Link Click	\$300.00
Ian's Impacts: Osceola County WESH 2 First Warning Weather L...	Ian Osceola Co	Ian Osceola Co	9,276 Link clicks	28,689	55,619	\$0.03 Link Click	\$300.00
Keep Connected to WESH 2 Ne... If you lose power, there are man...	Ian Streaming Platforms	Ian Streaming Platforms	1,662 Link clicks	38,488	52,700	\$0.15 Link Click	\$250.00
Ian's Impacts: Flagler County WESH 2 First Warning Weather L...	Ian Flagler Co	Ian Flagler Co	7,060 Link clicks	15,109	31,495	\$0.03 Link Click	\$200.00
Ian's Impacts: Sumter County WESH 2 First Warning Weather L...	Ian Sumter Co	Ian Sumter Co	5,783 Link clicks	12,257	28,372	\$0.03 Link Click	\$200.00
Ian's Impacts: Lake County WESH 2 First Warning Weather L...	Ian Lake Co	Ian Lake Co	8,478 Link clicks	22,256	41,844	\$0.02 Link Click	\$200.00
Ian's Impacts: Volusia County WESH 2 First Warning Weather L...	Ian Volusia Co	Ian Volusia Co	8,760 Link clicks	26,359	46,579	\$0.02 Link Click	\$200.00
Ian's Impacts: Brevard County WESH 2 First Warning Weather L...	Ian Brevard Co	Ian Brevard Co	8,104 Link clicks	23,216	41,750	\$0.02 Link Click	\$200.00
WESH 2 is partnering with Hear...	Day of Giving	Day of Giving	451 Link clicks	15,000	16,975	\$0.33 Link Click	\$150.00
<b>Total results</b>			<b>91,688</b> Link clicks	<b>371,140</b> Accounts Center accounts	<b>800,027</b> Total	<b>\$0.04</b> Link Click	<b>\$4,000.00</b> Total spent

# PROJECT PORTFOLIO

## EXPERIENTIAL DESIGN & LIVE CONTENT ENVIRONMENTS

### Details:

Samples of studio designs and build outs for WESH-TV in Orlando and WWL-TV in New Orleans. Duties range from creative design and conceptualization to installation, lighting design, and project oversight.



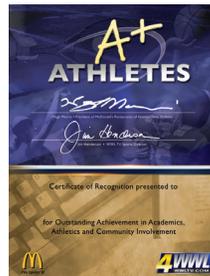
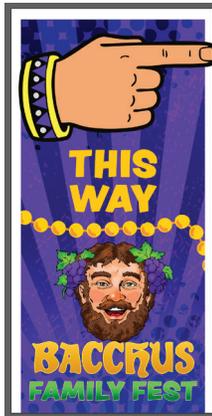
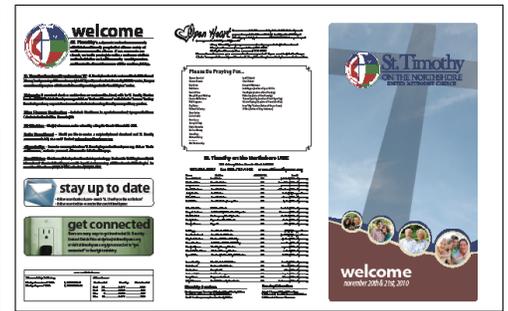
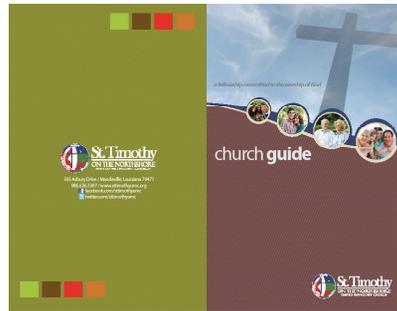
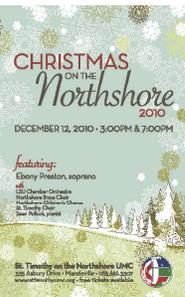
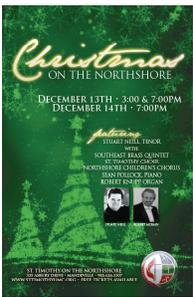
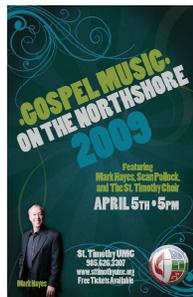
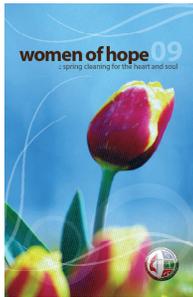
# PROJECT PORTFOLIO

## PHOTOGRAPHY

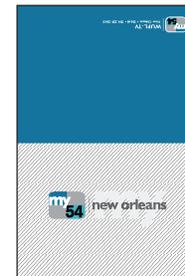


# PROJECT PORTFOLIO

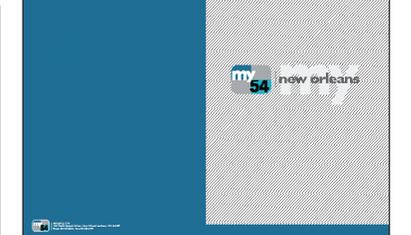
## EDITORIAL & PROMOTIONAL PRINT CONTENT



2010 SEASON SCHEDULE		
PRESEASON		
Wk. Date	Game	Time (EST)
1	vs. UNIV. OF MISSISSIPPI	7:00 PM
2	vs. MISSISSIPPI STATE	7:00 PM
3	vs. MISSISSIPPI STATE	7:00 PM
4	vs. MISSISSIPPI STATE	7:00 PM
5	vs. MISSISSIPPI STATE	7:00 PM
6	vs. MISSISSIPPI STATE	7:00 PM
7	vs. MISSISSIPPI STATE	7:00 PM
8	vs. MISSISSIPPI STATE	7:00 PM
9	vs. MISSISSIPPI STATE	7:00 PM
10	vs. MISSISSIPPI STATE	7:00 PM
11	vs. MISSISSIPPI STATE	7:00 PM
12	vs. MISSISSIPPI STATE	7:00 PM
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29	vs. MISSISSIPPI STATE	7:00 PM
30	vs. MISSISSIPPI STATE	7:00 PM
31	vs. MISSISSIPPI STATE	7:00 PM



TULANE			LSU		
DATE	KICK-OFF	OPPONENT	DATE	KICK-OFF	OPPONENT
Sep 7	7:00 PM	Southern Miss	Sep 7	7:00 PM	North Carolina
Sep 11	8:00 PM	Ole Miss	Sep 11	7:00 PM	Florida
Sep 15	7:00 PM	Houston	Sep 15	7:00 PM	Mississippi State
Sep 22	7:00 PM	Arkay	Sep 22	7:00 PM	West Virginia
Oct 2	7:00 PM	Texas	Oct 2	7:00 PM	Hennepine
Oct 9	6:00 PM	Texas	Oct 9	7:00 PM	Florida
Oct 23	8:00 PM	UTEP	Oct 16	7:00 PM	McNeese State
Oct 26	7:00 PM	SMU	Oct 23	7:00 PM	Alabama
Nov 4	7:00 PM	Southern Miss	Nov 4	7:00 PM	Alabama
Nov 12	7:00 PM	Rice	Nov 12	7:00 PM	US Marine
Nov 20	7:00 PM	UCF	Nov 20	7:00 PM	Ole Miss
Nov 27	11:00 AM	Texas	Nov 27	7:00 PM	Arkay



# PROJECT PORTFOLIO

## ST. TIMOTHY UMC | ORANGE INITIATIVE

### Project Details:

- Budget: \$75,000
- Timeframe: 2 months
- Duties: Project Management & Oversight; Art Direction; Communications Planning

### Task:

- Renovate Gym for Children's Worship Space
- Rebrand Children's Ministries
- Create marketing campaign to promote launch of new family initiative and create brand awareness

### Performance Goals:

- Increase awareness of Orange Initiative
- Increase attendance of Sunday morning children's attendance to 150+
- Stay under budget

### Performance Results:

- Orange Sunday total worship attendance up 50% compared to previous average
- 300 children attended new worship service
- Record visits to sttimothyumc.org



# PROJECT PORTFOLIO

## LIVE & SCRIPTED PROGRAMMING PRODUCTION



Samples of live production at St. Timothy on the Northshore. Events ranged from full-orchestra, 120 voice choir, and full band. Worked with award winning artists including Matt Maher, Shane & Shane, Shawn McDonald, Phil Wickham, David Phelps, and Larnelle Harris. Duties included six-figure A/V installations, project management, live direction, rigging, and operation.