

## **XENEX – Creative Strategist**

San Antonio, TX | 2023–Present

Lead creative strategy across brand, demand, and live experiences in a regulated med-tech environment.

- 28% trade-show meetings lift; 372 scans; 31% A/B-lead mix – outperformed prior CPQL.
- Variant-testing playbooks improved watch-through + CTR 15–30% and reduced CPA 40–65%.
- Passed compliance on first review while leading LinkedIn content growth (+1,100 followers in 18 months).

## **UPS – Communications Creative Strategist**

Atlanta, GA (Remote) | 2014–2023

Led executive communications and enterprise storytelling across global teams and programs.

- Phone-based Founders Day AR Museum adopted globally (AMER / EMEA / APAC).
- Executive deck system reduced presentation length 20–40% while improving clarity + alignment.
- SharePoint hubs serving 100k+ employees – reduced help-desk calls 30% in 60 days.

## **Jay Flo Designs – Live Event Artist & Graphic Designer**

Pittsburgh, PA | 2007–2014

- Live wedding paintings with same-day reveals, driving guest engagement.
- Event caricatures, logos, murals, and brand identity projects with clean vendor handoffs.

## **Disney – Resort Front Drive Manager**

Orlando, FL | 1994–2007

- Led high-volume guest operations; practiced story-driven service and calm crisis communication.
- Trained teams to improve cross-utilization and reduce escalations.

## **TOOLS**

Adobe CC (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Aero, Firefly)

Figma • Procreate • Lightroom • Meta Ads Manager • WebAR / QR Prototyping • Google Flow

## **EDUCATION**

High School Diploma – Poinciana High School, Kissimmee, FL