

## BRAND AND CREATIVE LEADERSHIP

Brand and Creative executive with 20+ years leading transformation across enterprise, SaaS, and agency environments. Known for aligning brand vision with business strategy, building scalable creative organizations, and translating strategy into measurable growth.

## PROFESSIONAL EXPERIENCE

### TIAA—Director, Creative Operations | Frisco, TX | 2025–Present

Lead brand and creative operations for Wealth Management within a Fortune 100 organization.

- Directed rebrand of Wealth Management, strengthening positioning and audience recognition
- Contributed to enterprise brand refresh driving +10% brand recognition
- Established cross-functional workflows improving efficiency and increasing engagement +15%
- Led integrated campaigns delivering +40% impressions and +12% new client inquiries

### Pistol + Shooter—Founder and Creative Director | 2003–2024

Built and led brand consultancy serving startups, SaaS, and growth-stage companies.

- Scaled agency supporting 50+ clients across technology, CPG, and services
- Advised founders and executives on brand strategy, positioning, and growth
- Developed brand systems and digital ecosystems improving conversion and engagement
- Impact: +76% conversion (startup launch), 5× engagement, +25% retention (SaaS clients)

### Solera—Director, Creative & Brand | Westlake, TX | 2021–2023

Led global brand transformation for multinational technology company.

- Unified 80+ brands into a single identity system, accelerating go-to-market execution
- Built and led 20+ person global creative team
- Established enterprise governance and scalable workflows across regions

### DealerSocket—Director, Design | San Clemente, CA | 2016–2021

Directed brand and design strategy during SaaS repositioning.

- Led corporate rebrand to strengthen category differentiation
- Aligned brand, product, and UX strategy with engineering and leadership teams
- Implemented design standards improving speed, consistency, and collaboration

### Nikken — Design Consultant | Irvine, CA | 2007–2014

- Guided digital strategy and integrated campaigns for marketing and eCommerce
- Applied analytics to improve engagement, conversion, and retention

## CORE CAPABILITIES

- Enterprise brand strategy
- Brand transformation
- Creative operations and governance
- Organizational leadership
- Go-to-market enablement
- Brand architecture
- Cross-functional alignment
- UX and digital experience
- Workflow optimization
- Data-informed creative strategy

## EDUCATION

M.A. Graphic Design  
Academy of Art University  
(Expected 2026)

B.S. Graphic Design  
Los Angeles Film School  
(2024)

## TECHNOLOGY

- Adobe Creative Suite
- Figma
- Google Analytics
- WordPress
- AI Tools  
(Firefly, MidJourney, ChatGPT)
- Workfront
- Wrike
- Monday
- Trello

## EXECUTIVE IMPACT

- Enterprise brand unification across global organizations
- Scalable creative operations and governance models
- High-performing team development and leadership
- Brand strategy translated into measurable business growth