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PROFESSIONAL SUMMARY

Innovative and results-driven Creative Director with extensive experience in brand development, digital design, and AI-powered marketing strategies. Adept at leading high-performing creative teams, driving digital transformation, and delivering impactful visual storytelling across digital and print platforms. Expert in user-centered design, product branding, e-commerce optimization, and cross-functional collaboration. Passionate about utilizing AI and data-driven insights to refine designs and enhance customer engagement. Known for creating and executing designs that drive brand growth, customer loyalty, and revenue.

CORE SKILLS & COMPETENCIES

- Creative Leadership & Art Direction
 - Product Branding & Packaging Design
 - Marketing Campaign Strategy
 - Lead teams and manage projects in a remote work setting
 - (UI) Design
 - AI-Enhanced Social Media & Content Marketing
 - Photography (Product & Lifestyle)
 - Digital & Print Media Design
 - Project & Budget Management
 - Vendor & Contract Negotiation
 - E-Commerce Optimization (Shopify, Amazon)
 - Microsoft 365 (Word, PowerPoint, Excel, Outlook, Teams) | Zoom
 - Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Bridge, Premiere Pro, Express, Acrobat)
 - Figma | Canva | AI Tools
 - Google Analytics
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PROFESSIONAL EXPERIENCE

Freelance Creative Consultant & Brand Strategist

DC Creative | Oklahoma City, OK | 06/2023 – Present

- Partnered with Top End Sports to create marketing materials tailored for the wheelchair racing and sports community.

- Developed comprehensive Brand Guides, providing insights on product design, prints, color palettes, and packaging.
- Integrated AI-enhanced tools to improve marketing clarity and focus.

Senior Graphic & Packaging Designer

Bakery Bling | Oklahoma City, OK | 01/2024 – 11/2024

- Designed product packaging, logos, and catalogs for digital and print platforms.
- Worked with vendors to maintain a consistent brand identity across packaging and promotional materials.

Digital Marketing & E-Commerce Manager

Bakery Bling | Oklahoma City, OK | 01/2024 – 11/2024

- Leveraged AI-driven content tools to refine marketing copy and increase customer engagement.
- Collaborated with developers to implement UI/UX design for improved user interaction and customer satisfaction.
- Lead teams and manage projects in a hybrid or remote work setting.
- Managed Shopify and Amazon storefronts, optimizing e-commerce strategy.
- Directed social media advertising and video content to drive brand growth and revenue.

Creative Director

Century Martial Arts | Midwest City, OK | 10/2015 – 04/2023

- Led and designed visual branding, product development, 3D modeling, and packaging for the martial arts and sporting goods industry.
- Managed a \$750K budget as the **VP of Distribution for Black Belt Magazine** and Martial Arts Industry Association (MAIA) publications.
- Effective design and collaboration with team in hybrid or remote workflow.
- Partnered with Sony Pictures to develop branded Cobra Kai training gear.
- Directed photography and digital content for print, web, and social media.

Director of Photography & Content

Century Martial Arts | Midwest City, OK | 02/2009 – 10/2015

- Established an in-house photography and video studio, saving hundreds of thousands in outsourcing fees.
- Led studio operations as the senior photographer, equipment purchasing, and content creation, resulting in long-term profitability.

Art Director

Century Martial Arts | Midwest City, OK | 10/1995 – 10/2009

- Scaled the creative team from 4 to 14 professionals while improving performance and efficiency.
- Oversaw and designed branding, packaging, catalog design, print and digital advertising, and event marketing.

- Designed and oversaw the execution of Century's trade show booth graphics at the annual Martial Arts SuperShow.
- Introduced a Digital Asset Management (DAM) system for photography and marketing materials.

Senior Graphic Designer

Century Martial Arts | Midwest City, OK | 06/1993 – 10/1995

- Spearheaded Century's digital transformation, launching its first e-commerce presence.
- Led redesign efforts for packaging, catalogs, and marketing materials.

Senior Graphic Designer

Midwest Trophy Manufacturing (MTM) | Del City, OK | 08/1988 – 06/1993

- Designed corporate awards marketing materials for major clients, including the Super Bowl and the Special Olympics.

EDUCATION

University of Central Oklahoma | 1990 – 1993

Completed 88 credit hours toward design degree

Rose State College | 1989 – 1990

Studies included for AA.

Martial Arts Training | 1975 – 2004

3rd Degree Black Belt in Ju-Jitsu

CAREER HIGHLIGHTS

- ✓ Launched Century Martial Arts' first e-commerce website, driving brand growth and visibility.
- ✓ Led strategic rebranding efforts that facilitated Century's expansion into major retail chains (Academy, Dick's Sporting Goods, Walmart, Big 5, Amazon).
- ✓ Designed Century's best-selling Limited Collector's Edition product, generating record-breaking profits.
- ✓ Spearheaded the creation of an in-house Visual Arts Studio, saving significant outsourcing costs and driving profitability.
- ✓ Directed high-profile marketing projects in collaboration with top-tier brands, fitness companies, and movie studios.

REFERENCES

Available upon request.