

Executive creative and brand strategy leader with 15+ years of experience leading creative organizations across financial services, media, entertainment, and marketing. Proven success modernizing creative operations, optimizing workflows, scaling teams, and driving business impact through strategic brand experiences. Skilled in creative transformation, integrated campaigns, stakeholder leadership, and enterprise communications within regulated industries.

JACKSON FINANCIAL CREATIVE DIRECTOR | NASHVILLE | 2024-PRESENT

- Lead a creative team of 12 designers and writers supporting high-volume enterprise-wide marketing and communications initiatives within a highly regulated financial services environment
- Transformed the creative department into an in-house agency model, streamlining operations, increasing creative output, and reducing external agency expenses by 75%
- Reduced creative project turnaround times by 50% through implementation of optimized workflows, scalable processes, AI enabled tools and improved collaboration with stakeholders
- Established an in-house photo and video studio while implementing time-saving creative technologies that expanded animation, microsite, and digital content capabilities
- Partner with executive leadership and cross-functional stakeholders to align creative strategy, brand storytelling, and integrated marketing initiatives with organizational goals and business priorities
- Doubled the size of the creative organization while increasing team satisfaction survey results by 25%, improving team morale, and elevating the quality and strategic impact of creative output

ACADEMY OF COUNTRY MUSIC DIRECTOR BRAND CREATIVE | NASHVILLE | 2021-2024

- Directed brand strategy and creative across live events, print, digital campaigns, and communications
- Led cross-functional creative initiatives partnering with 3 external creative and production teams
- Managed agencies, vendors, and creative partners supporting campaigns and experiential activations
- Oversaw creative operations including budgets, workflows, timelines, and resource management
- Spearheaded engagement-focused campaigns strengthening brand visibility across digital and experiential channels

AIG SENIOR DESIGNER | NASHVILLE | 2015-2020

- Optimized creative workflows and cross-functional processes supporting complex enterprise initiatives
- Led integrated creative supporting product launches, marketing campaigns, and evolving brand standards
- Designed multi-channel communications, digital advertising, executive presentations, and internal campaigns

MEREDITH | BONNIER | WENNER | HEARST ART DIRECTOR | NYC | 2006-2015

- Led creative execution across marketing, branded content, and large-scale campaigns for national media brands
- Collaborated cross-functionally to deliver multi-channel campaigns and audience engagement initiatives
- Directed photo shoots and designed custom publications, and promotional programs
- Managed vendor partnerships, production workflows, and brand consistency across print, digital, and events



CORE EXPERTISE Creative Strategy • Brand Leadership • Creative Operations • Team Leadership • Integrated Campaigns • Cross-Functional Collaboration • Process Optimization • Executive Communications • Enterprise Brand Management • Vendor & Agency Management • Digital Experience Strategy • Regulated Industry Communications

MONMOUTH UNIVERSITY B.F.A. GRAPHIC & COMPUTER DESIGN | 3.7 GPA
