

CREATIVE DIRECTOR | MARKETING MANAGER

Creative Director | Digital Marketing Manager and Military Veteran seeking to apply out of the box thinking to create captivating content to capture customers. Possesses a comprehensive background in social media management, graphic design, project management, content marketing and brand management. Demonstrated a history of producing high-quality project results and possesses an innate talent for quickly mastering technology and new concepts. Experienced in using various graphic design software including InDesign, Photoshop, and Illustrator. Marketing tools such as Hootsuite, Google Tag Manager, and Ahrefs.

- Leadership | Supervision
- Strategic Planning
- Data Research | Analysis
- Media Engagement
- Training | Development
- Strategic Messaging
- Brand Management
- Photography | Video
- Marketing | Advertising

OVERVIEW OF KEY ATTRIBUTIONS

- **Exceptional Customer Service:** Strong communication skills to understand customer needs and provide exceptional results. Track record of successfully dealing with difficult personalities to resolve dissatisfaction. Able to communicate enthusiasm about a product, service, or concept and understands how messages affect audiences.
- **Independent and Team Player:** Enjoy collaborating with colleagues, clients, and customers, as well as completing tasks independently. Eager to motivate and inspire others to deliver their best.
- **Organized and Motivated:** Skilled in maintaining order. Able to seamlessly multi-task long and short-term priorities to generate desired results.

TECHNICAL SKILLS

Software: Microsoft Office, Access, Word, Excel, PowerPoint, OneNote, Outlook, Publisher, SharePoint
Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop
HTML, CSS, JavaScript, SQL
Operating Systems: Mac / Microsoft Windows

PROFESSIONAL EXPERIENCE

Creative Director and Marketing Manager – Remote 2010 – Present

Developed vector artwork, customized logo design, business kits, infographics and animations which enabled business development for coordination with various companies. Provided professional customer service to clients through graphic design, web design, SEO, and marketing. Created television and social media campaigns, which helped increase donations and customers to non-profits and small businesses.

- Solved design challenges by reviewing clients' existing work and providing advice for improvement
- Consulted the Akaka Foundation for Tropical Rainforests to create first pro-active social media presence, strengthening connections with community of clients, colleagues, and referral sources
- Provided SEO optimization of websites, including optimizing current web page designs and working with the development team on the Landing Page content, performed SEM utilizing paid and non-paid methods, keyword research, competitor analysis and researched linking opportunities.
- Led video production on ad promos and awareness campaigns for small businesses and non-profit organizations

Creative Director

U.S. Army Cyber Center of Excellence, Publications and Media Division

Responsible for the design, art direction and management of all products, including programs, posters, and brochures. Managed all aspects of development including design planning, art direction, editorial, lettering, color separations, and approvals.

- Lead in the design, development and implementation of the graphic, layout, and production communication materials
- Consults and trains staff on effective use of technology, current trends, and company policy.
- Directed creative management and developed strong incentive-based working environment.
- Developed strong customer base of new and existing clients by maintaining customer satisfaction and quality

Graphic Designer

U.S. Army Training with Industry at NFL

Responsible for creating on-brand, print and digital media for the National Football League and its partners. Projects included logos, web banners, storyboards, and publications.

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) that exceeded the expectations of our clients.
- Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines
- Collaborate with a team of designers on research and development of branding for events and special programs including Super Bowl LII, LIV, LV and Kickoff, NFL 100 and NFL Flag;
- Applies established corporate branding specifications to ensure work meets organization guidelines

Recruiter

Responsible for the recruitment and processing of qualified individuals for enlistment into the U.S. Army. Planned and executed community events, physical and educational training. Oversaw the maintenance of facilities, equipment and vehicles. Created advertising in the form of videos, posters and flyers. Maintained a network of influencers to include parents, educators, and community officials in 73 high schools and 4 colleges; responsible for \$20K worth of Government equipment.

- Developed and maintained Social Media networks using Hootsuite, with an increase of 55% of followers every year for three years; increased internet postings by over 50% with Center Facebook Monitoring
- Informed employees and management of policies, career opportunities and benefit options leading to a more knowledgeable workforce with increased retention efforts
- Mentored new and potential employees on relocation, company climate, orientation and completed new hire documentation to allow for seamless and comfortable transition
- Utilized Microsoft Office systems and other databases to create employee rosters to identify target populations for specific needs while maintaining 100% personal information security
- Developed solid working relationships with schools, faculties, and organizations within the community to ensure long-term success for recruiting purposes; represented the U.S. Army in the local community during enhanced area canvassing and special events in support of the recruiting mission; maintained working relationships with educators and local officials in the community in support of the recruiting objective

Multimedia Illustrator

Responsible for the management of personnel, in the development of print and digital media, in a fast-paced environment. Managed pre-and post-production of videos and b-roll in combat and non-combat environments.

- Maintained photo and video equipment totaling \$20K, plus computers, vehicles and facilities
- QA/QC of photography and video metadata, for public release, in accordance with the AP and DOD Style Guides
- Responsible for creating on-brand, print and digital media in a fast-paced environment, which included coins, presentations, posters, flyers, and web design
- Provided guidance, critique, and technical assistance to beginning graphics artists and cinematographers while serving as a graphic designer and printer.
- Solved graphic and print communication problems with computer graphics software; demonstrated proficiency in graphic/print work planning and assignment scheduling

EDUCATION

Bachelor of Arts in Digital Media and Web Technology | University of Maryland University College
Multimedia Illustrator | Defense Information School