

Resourceful problem solver with a penchant for connecting the current strategic opportunity with the bold creative goal. Balances the fiscal demands of business with the emotive nature of brand development. Perceptive listener with a sixth sense for diplomacy. Superb organizational abilities mated to a right-brain creative manifesto. Possesses agility with most tools of the trade.

SKILLS

- Creative** → Leads the creative ideation process, focusing on the inspirational possibility and strategic goal.
- Leadership** → Gets the team to the ultimate goal, in the straightest line possible.
Combines vision, insight, passion, and experience to inspire others.
Optimizes creative horsepower to achieve hard-lined business goals for real-world solutions.
Persuades through positive, rational debate and attentive listening.
Direct and calm management style builds solid trust, thereby optimizing team's work and morale.
- Technical** → Illustrator, Photoshop, InDesign, Dreamweaver, Sketch-Up, Microsoft Office, HTML, CSS, Flash.

EXPERIENCE

Principle, Evidence Studios, Seattle, WA (2009-Present)

Virtual creative agency providing brand strategy and on-demand creative services to small businesses; 2-5 employees.

- Identified marketplace "white space" and developed targeted branding strategies.
- Developed brand guidelines and marketing collateral that addressed brand values, unique selling propositions and current market opportunities.

Creative Services Manager, Cascade Designs, Inc., Seattle, WA (2003-2009)

Industry leading camping equipment manufacturer, with four subsidiary brands that has earned a renowned 40-year heritage of product innovation, service, and quality; 500 employees; \$80 million annual sales.

- Advanced the overall design strategy & aesthetic for all marketing initiatives for Cascade Designs and its subsidiary brands — MSR, Therm-a-Rest, SealLine, Platypus.
- Contributed new sources of creative inspiration to the design team.
- Contributed to creative briefs by refining communication objectives, value proposition and desired tone of voice for proposed creative projects.
- Developed robust brand guideline documentation for all Cascade Designs brands that aligned the creative expression of the brands, across global marketing channels.
- Enhanced the global retail store presentation of Cascade brands, increasing consumer awareness and contributing to an increase in annual sales from \$65 million to \$85 million in six years.
- Developed, mentored and managed a six person team and a pool of on-demand freelancers.
- Controlled Creative Services expenses to comply with a \$2.8 million annual marketing budget.

Art Director, WhiteRunkle Associates, Seattle, WA (2002-2003)

Full-service advertising agency with 27 years of experience in brand and media strategy, award-winning creative advertising campaigns, public relations, and research; 100 employees. Now owned by Ascentium.

- Directed creative team, freelance designers, and photographers to attain creative and strategic goals of the Ogilvy & Mather "mLife" campaign for AT&T wireless phone packaging.
- Facilitated design critiques and presentations, and provided analytical support for nationwide consumer testing of new packaging concepts for the mLife campaign.
- Supervised nation-wide packaging press checks to ensure that superb print quality reinforced the AT&T brand promise in all the newly printed phone packaging.

Merchandising Designer, Cascade Designs, Inc., Seattle, WA (1998-2001)

- Developed merchandising strategies, designed effective point-of-purchase systems, innovative trade show displays, and retail display fixtures, and co-managed \$500,000 promotions budget.

EDUCATION & TRAINING

University of Vermont, Burlington, VT
University of Washington, Seattle, WA
Photographic Center Northwest, Seattle, WA
Youngstown Art Center, Seattle, WA
Gage Academy of Fine Art

Bachelor of Arts in Studio Art
Certificate in Web Design with Adobe Creative Suite
Digital Photography
Expressive Figure Drawing
Oil Painting Atelier with Charles Emerson