

Creative executive with 15+ years of experience leading brand, marketing, and design organizations across SaaS, B2B, consumer, and retail industries. Proven track record of building high-performing creative teams, developing scalable brand systems, and aligning design strategy with revenue growth, product adoption, and market differentiation. Trusted partner to executive leadership on transformation initiatives, go-to-market strategy, and brand evolution.

skills

Core Expertise

- Brand Strategy & Repositioning
- Creative Organization
Building & Leadership
- Executive & Cross-Functional
Collaboration
- Go-to-Market & Product
Launch Strategy
- Omnichannel Marketing
& Digital Experience
- Data-Informed Creative
Optimization
- B2B & B2C Brand Systems
- Team Mentorship &
Performance Management

Tools & Platforms

- Adobe Creative Cloud, Figma
- Runway, Midjourney, ChatGPT
- Google Workspace, Slack, Zoom
- Asana, Monday.com, Wrike
- Powerpoint, Google Slides
- HubSpot, Klaviyo
- Motion Graphics Direction
- Video Production Management

experience

Creative Director
Marigold

August 2024 - December 2025

Remote

- Orchestrated a full brand transformation following the merger of six martech platforms, establishing a unified identity across product, web, and experiential environments
- Repositioned the brand around customer loyalty outcomes, creating clear differentiation in a crowded martech market
- Built a scalable design system to support premium enterprise positioning
- Partnered with executive leadership on brand strategy, contributing to a successful acquisition at approximately 12x EBITDA within months of launch

Head of Creative
True Brands

June 2023 - August 2024

Seattle, WA

- Spearheaded a strategic visual refresh to elevate Viski from a digital-first brand to a luxury retail-ready identity
- Directed team of 5 creatives developing cohesive visual system across photography, packaging, and marketing
- Led expansion into Nordstrom, Saks, Dwell, and other premium retailers, significantly broadening reach beyond Amazon and DTC

Creative Director
GRIN, Inc.

January 2022 - April 2023

Remote

- Developed creative strategy across full enterprise sales cycle, from lead generation to customer success
- Collaborated with product leadership and engineering teams on go-to-market strategies for major product launches
- Implemented data-driven creative optimization framework and established thought leadership content strategy

Senior Creative Manager
Tommy Bahama

February 2018 - January 2022

Seattle, WA

- Directed omnichannel creative strategy across 160+ retail locations, e-commerce platforms, and brand partnerships
- Managed the creative services department of 7-10 creatives, ensuring brand consistency across multiple media properties
- Established design standards and governance frameworks to ensure cohesive brand experiences across all touchpoints

education

SUNY Buffalo

B.A. in Communication Design,
Minor in Marketing

Creative Director,
Custom Publishing
& Marketing
NewBay Media, LLC

April 2009 - February 2018

New York, NY

- Developed integrated brand architecture across 12 media properties, establishing scalable systems and workflows
- Championed magazine redesign initiatives and established in-house marketing creative capabilities
- Directed creative budget and resource allocation across multiple concurrent strategic initiatives