

QUALIFICATIONS

- + Strategy
- + Creative Direction
- + Branding & Identity
- + Marketing
- + Advertising
- + Graphic Design
- + Video Production
- + Photography
- + Copywriting
- + Social Media

EDUCATION

SADDLEBACK COLLEGE
A.A., Magna Cum Laude
Major: Graphic Design
2009

EXPERIENCE

FUSE INTERACTIVE | CREATIVE DIRECTOR | 3/16 - PRESENT

www.gofuse.com

As Creative Director at Fuse Interactive, the product of my work is the face of Kawasaki Motors Corporation, a leading brand in the motorsports category. My creative department produces all marketing deliverables for Kawasaki including global ad campaigns, branding, ad spots, photography, brochures, social media and interactive websites. Since 2016 I have grown and nurtured my department to deliver the best possible creative in an efficient and effective manner.

Accomplishments:

- + Strategized, developed and executed multiple global ad campaigns for major sub-brands including Ninja, KX, Jet Ski, W800, Mule and Teryx.
- + Oversaw and directed multiple on-location shoots all over the United States as well as oversees in Japan.
- + Increased efficiency and productivity in the creative department to ensure we exceed client expectations.

EVS SPORTS | CREATIVE DIRECTOR | 8/14 - 3/16

www.evs-sports.com

I spearheaded and directed all marketing, design and branding strategies to achieve quarterly goals. I led a team of two graphic designers with a strong focus on brand development and multi channel marketing strategies spanning print, video, web and social media.

Accomplishments:

- + Completely restructured Marketing Department, increasing productivity and efficiency and decreasing lead times by 66%.
- + Completely redesigned website to be responsive and mobile freindly, increasing web sales by nearly 55%.
- + Developed and executed multiple global branding campaigns spanning print, digital and video including the "A Knee Brace for Every Rider" campaign for the knee protection segment.
- + Created multi channel product launch sequence for flagship knee brace, selling out of the first production shipment within the first week.
- + Developed video marketing strategy, acquiring more than 200,000 organic views within first quarter.

IRONCLAD PERFORMANCE WEAR | MARKETING DIRECTOR, ART DIRECTOR | 5/11 - 8/14

www.ironclad.com

Worked closely with VP of Marketing to transform company's image. Upon hire, transformation objectives included logo, branding, website, packaging, yearly catalog, advertising campaigns and tradeshow booth. Scope of work included: Conceptualize and execute/design advertising campaigns; execute photo shoots both in studio and on location; conceptualize, film, edit and produce promotional and branding videos; maintain company website; monitor & enhance website SEO performance; manage social media growth; manage email marketing campaigns.

Accomplishments:

- + Re-branding efforts assisted in driving a 73.33% increase in sales over 2 year period.
- + Launched multiple global marketing and branding campaigns over print and digital including the "AGT", "Ironclad Retirement Home", and the "Time for a Change" Campaigns.
- + Brought all photography in-house, cutting project lead times by 40% and reducing outside costs.
- + Increased website traffic by 36.45%. Increased Google organic landings by 141.25%. Increased direct sales by roughly 20% year over year.
- + Increased Social Media following by 390% during first year.
- + Established Company YouTube Page, gaining 53,895 organic channel views in first quarter.

INDUCTORS INC. | SR. GRAPHIC DESIGNER | 3/08 - 5/11

www.inductor.com

RAYA DESIGNS | GRAPHIC DESIGNER | 1/06 - 3/08

www.rayadesigns.com