

## CREATIVE LEADER, BRAND ADVOCATE & VISUAL STRATEGIST | IMPROVE BOTTOM LINE

Innovative creative professional with extensive experience managing internal and external staff, partners, agencies and vendors in multiple industries including energy, technology, retail sales and distribution. Create corporate and team strategies, plan and execute direction, establish goals and metrics, manage budgets, build client relationships and maintain quality control. Thrive in fast-paced and demanding environments. Strong brand advocate, interpreter and communicator. Hire, lead, mentor and develop productive teams. Self starter with strong desire to learn. Hands-on experience in print, digital, new media and 3-D media. Improve products and processes utilizing creativity and original thinking.

Technical expertise includes:

- **Mastery of Adobe Creative Suite CS6 (Photoshop, Illustrator, InDesign, Acrobat)**
- **Knowledge of Dreamweaver, Flash and Microsoft Office Suite**
- **IT expertise for OS X server and standalone equipment**

## PROFESSIONAL EXPERIENCE

### **Freelance Brand Evangelist and Purveyor of Visual Ephemera** **1998 – Present**

Consult, advise and collaborate to develop corporate identities, collateral and marketing materials for start-ups and established companies, including pro-bono work for non-profit organizations (Rock Bottom Foundation, National Fuel Funds Network, Samaritan House and Green Mountain Swim Club).

### **XCEL ENERGY INC., Denver, CO** **2000 – 2015**

#### **Fortune 250 Gas / Electric Utility**

#### **Corporate Art Director / Creative Director** **2004 – 2015**

Oversaw corporate-brand identity and creative department for nation's 4th largest gas / electric utility.

Responsible for managing and directing high performing team of 6-8 designers, production artists, photographers and video producers/editors. Managed department budget of >\$300K. Developed and maintained strong relationships with agencies, vendors and business partners.

- Facilitated smooth initial brand launch after merger by providing creative and art direction. Subsequently did same for 2 brand 'refreshes', including bidding for, winning and implementing team's results.
- Reduced company expenses >\$1M by bringing all creative and production for Annual Report, Corporate Responsibility Report and HR Materials in house.
- Delivered top-decile productivity for in-house agencies through tracking of projects, online review / approval and budgeting of time, by implementing design processes and procedures.
- Provided award-winning designs by overseeing creative direction for multiple abstract projects, including visitors' centers, corporate headquarters building seating, decoration of executive floor and directional imagery for new headquarters building.
- Enabled CEO and executive staff to access pertinent company statistics, facts and news by providing creative direction and UX and UI execution for new mobile-based application.
- Increased efficiency of enterprise billing to 4M+ customers by providing creative direction, collaborating with multiple departments and implementing bill redesign. Merged 8 states, 3 billing systems and in >350 possible variants of bill.
- Delivered significant cost savings, reduced cost-per-acquisition and improved community relations by partnering with leadership in Marketing, Communications and Operations to propose, promote and implement communications strategies for business challenges.
- Tracked >2600 projects yearly by implementing versioning system within 1st year.

## **XCEL ENERGY INC. (Continued)**

### **Contract Graphic Designer**

**2000 – 2004**

Created, implemented and advanced new corporate identity, created for newly-merged utility. Crafted all collateral for company's business areas including Marketing, Operations, Human Resources and Communications.

- Greatly increased productivity of department by managing time, print budgets, deadlines and overflow from teammates.
- Contributed to management team by assisting in hiring, training and managing new employees to creative department.
- Gained acclaim and recognition for company, team and self by creating numerous award-winning materials, including American Marketing Association (AMA) awards, Printing and Imaging Association – Mountain States (PIAMS) and internal awards.
- Received recognition for department and self in leadership-acknowledged company initiatives. Participated yearly on teams involved in, and recognized for, excellence in company. Nominated for, and participated in, all company-sponsored Excellence Expos.

## **THE SOURCE OF KNOWLEDGE, INC., San Diego, CA**

**1998 – 2005**

### **Marketing / Brand Consultant**

Worked closely with president / founder and defined long-term brand strategy for revolutionary new technology market segment.

- Expanded client base (GartnerGroup, QuickTime Live, IBM, Gatorade, Entrust Technologies, Hewlett Packard OpenView and MacWorld) and increased revenue 70% by guiding transition from analog to state-of-the-art digital recording, rich and streaming-media delivery company.
- Increased company presence and corporate identity by developing new corporate identity system, including logo, stationary structure, marketing / trade show collateral and presentations.

## **ADDITIONAL RELEVANT EXPERIENCE**

### **EIGER LABS, INC., Newark, CA**

#### **Marketing Communications Director**

Evaluated corporate identity and re-focused product branding in print, digital and motion media. Increased retail shelf space of PC card-modem line, significantly improving retail presence. Managed ad budgets, successful marketing campaigns and sales programs.

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

- English and Fine Arts, Hartwick College, Oneonta, NY
- Graphic Design and Production, UC Santa Cruz extension program, Santa Cruz, CA
- Xcel Energy Leadership Pipeline Graduate

## **AWARDS & RECOGNITION**

- Art Directors Club of Denver (ADCD), Best in Category, 2010
- PIAMS, Award of Excellence (Printing), 2002
- AMA, Silver Peak Award, 2002
- PIAMS, Best in Category (Printing), Award of Excellence & Honorable Mention (Design), 2001
- International Association of Business Communicators (IABC), Gold, Silver and Bronze Quill Awards, 2000 – 2010