

ABOUT ME

Creative visual professional with several years experience in graphic design, interactive design and digital marketing. Seeking a senior level design position where I can lead a team in creating innovative solutions for client communication needs.

WORK HISTORY

2016
Cont.

Senior Multimedia Director, FSC Interactive

Senior creative member of team of designers and copywriters. Lead team members to create digital marketing solutions for wide range of clients

Conceptualize and schedule editorial calendars for client social content
Coordinating with freelance photographers and giving creative direction monthly photoshoots.

Lead weekly brainstorming session with creative team, exploring ideas and inspiration for upcoming projects and discuss current industry trends

Played lead creative role in Local Lens campaign across New Orleans Tourism social accounts. Campaign was awarded best-in-show, Social media at 2019 New Orleans Addy Awards.

2015
2016

Graphic and Web Designer, FSC Interactive

Creative lead in charge of planning and executing graphic, photo and video solutions for several clients digital marketing needs.

Shoot and edit short videos and animations for client social media campaigns driving customer interaction and increasing social media reach.

Design and layout campaign landing pages for search campaigns which averaged a 15% higher conversion rate than client website.

Lead all internal FSC Interactive marketing and responsible for rebranding visual assets for all agency creative.

2009
2015

Graphic Designer and Video Editor, Innovative Advertising

Member of creative design team creating solutions for a wide range of clients

Designed and directed artwork for packaging, photography, and video for launch of Abita Wrought Iron IPA. Campaign won Best of Show Overall Addy at 2015 New Orleans Addy awards

Collaborated with team of designers to create new branding solutions for multiple clients. Including complete rebranding of product line packaging, website, and marketing collateral for Abita Brewing company.

SOFTWARE SKILLS

Expert in Adobe CC design software including Photoshop, Illustrator, and InDesign

Video editing software and composition software Adobe Premiere and After Effects

Knowledgeable in CSS and HTML markup

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EDUCATION

Northern Arizona University, 2008

BFA in Visual Communications,

Dual Emphases in Graphic Design and Computer Imaging

CLIENT LIST

Abita Brewing Company

Blue Cross Blue Shield of Louisiana

Chevron

New Orleans Convention & Visitor Bureau

GoNola

Planet Smoothie

ReNew Charter Schools

Sazarac Company

Shane's Rib Shack

Tales of the Cocktail

VooDoo BBQ and Grill

AWARDS

Best of Show, Social Media
2019 Addy Awards
Local Lens campaign

Best of Show, Overall
2015 Addy Award
Wrought Iron IPA

FSC Innovator of the Year
2015 & 2018