



CREATIVE POWERHOUSE

Art Director | Strategic Storyteller | Omni-Channel Expert

CORE COMPETENCIES

Creative Leadership & Strategy

Art Direction & Creative Direction
Campaign Concepting
Brand Strategy
Strategic Planning
Stakeholder Alignment

Design & Storytelling

Visual Storytelling
Graphic Design
Content Development
Responsive Web Design
UX/UI Collaboration

Digital Marketing & Engagement

Omni-Channel Marketing
Social Media Marketing
A/B Testing
Data Analysis
Content Optimization

Team & Project Management

Cross-Functional Collaboration
Project Management
Mentorship & Training
Personable Leadership

TECHNICAL SKILLS

Adobe Creative Suite
After Effects
Premiere Pro
HTML/CSS
Microsoft PowerPoint
Keynote
Google Workspace
ChatGPT & Generative Ai

SUMMARY

Digital-first creative leader with deep retail expertise and 15+ years of experience delivering award-winning campaigns across eCommerce, social, and omni-channel platforms. Known for pairing strategic, data-driven thinking with a collaborative, approachable style that inspires teams and strengthens client partnerships.

EXPERIENCE

VIDEO EDITOR & MOTION GRAPHICS DESIGNER

Outlier Creative Agency | 2025

Winter Haven, FL (Remote)

Developed fast-turn, scroll-stopping video content that blended storytelling with social-first strategy—building on 15+ years of art direction and brand experience to extend into motion and video.

- Applied art direction expertise to social-first video storytelling, ensuring content aligned with brand voice and campaign goals.
- Designed motion graphics with branded effects, animated typography, and transitions to elevate storytelling.
- Partnered with creative strategists and account leads—acting as both a creative executor and strategic collaborator.
- Owned post-production workflows including editing, pacing, color correction, and asset delivery across multiple formats.
- Strengthened campaigns by adapting creative across social platforms for maximum engagement.

ART DIRECTOR

Walmart Connect | 2022 - 2025

Winter Haven, FL (Remote)

Directed strategic, data-driven retail media campaigns across digital platforms, partnering closely with merchants, sales, and strategy teams to align creative with business goals.

- \$28M GMV lift + \$700K incremental ad spend from an omni-channel campaign with Walmart merchants.
- \$862K upsell through data-backed creative recommendations for Reckitt.
- Secured upsells for brands including Bayer, Listerine, Acuvue, and Vita Hustle by aligning creative with business goals.
- Led creative storytelling, A/B testing, and full-canvas pitches (e.g., Bayer Claritin homepage takeover).
- Elevated team performance through mentorship, offshore training, and collaborative project tracking systems.

EDUCATION

The Art Institute of Tampa
Bachelor's Degree, Graphic Design
Tampa, FL

LET'S CHAT!



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EXPERIENCE (CONT.)

SENIOR DESIGNER

Walmart Connect | 2020-2022

Winter Haven, FL (Remote)

Redefined Walmart.com creative by pioneering custom, interactive landing pages for brands like Microsoft and LEGO. Moved beyond standardized templates to set new creative standards, delivering retail-first, educational content that improved UX, drove engagement, and aligned with business goals.

- Boosted average session duration by 40% through interactive, educational content.
- Helped deliver a 15% lift in ROI across key digital initiatives.
- Partnered cross-functionally with art directors, copywriters, merchants, and marketing teams to produce cohesive, high-performing campaigns.
- Introduced new features and interactions that became creative best practices across Walmart.com.

ART DIRECTOR & ASSOCIATE ART DIRECTOR

Triad Retail Media | 2014-2020

Winter Haven, FL (Remote)

Led creative for digital campaigns with top-tier brands like Disney, Intel, and Levi's—aligning creative strategy with Walmart's retail standards across web, email, display, and social. Partnered cross-functionally to elevate creative execution, mentor designers, and support strategic pitches.

- Directed campaigns for Dell, Intel, Microsoft, Disney, Nickelodeon, and Levi Strauss across landing pages, display ads, email, and social channels.
- Ensured brand alignment by merging client guidelines with Walmart's identity, driving cohesive, high-quality executions.
- Managed and mentored a team of 3–4 designers, fostering growth and building a collaborative environment that delivered best-in-class creative.
- Partnered with sales, development, and copywriting teams, ensuring smooth alignment across stakeholders.
- Contributed to strategic pitches and ideation sessions that helped secure new business and strengthen client relationships.

SENIOR DESIGNER

Triad Retail Media | 2009-2014

Winter Haven, FL (Remote)

- Collaborated with copywriters and art directors to craft visually engaging, conversion-focused campaigns for digital marketing. Developed creative concepts from storyboard to final execution, ensuring alignment with brand and business objectives.

SENIOR DESIGNER

Ad Partners | 2008-2009

Tampa, FL

- Worked closely with the creative director to design storyboards for commercial, billboards, and marketing materials. Developed print materials for Sonny's BBQ, including menus, sauce labels, and table tents. Worked closely with a developer on various web-based projects.