

PROFESSIONAL EXPERIENCE**MRM** Art Director / Birmingham, MI / 04-2022 to Present

Create email and digital experiences for My GM Rewards members which includes Chevrolet, GMC, Buick, and Cadillac programs. Lead concept for 2023 Chevrolet Corvette Z06 loyalty program, the Z06 Invitational. Volunteer as a moderator for agency's A Day for Meaning that accelerates diversity, equity and inclusion initiatives.

Cooper Tire & Rubber Company Graphic Designer / Royal Oak, MI / 05-2021 to 04-2022

Create template and build product pages on Amazon storefront. Illustrate tread features for Amazon A+ Content which increased storefront rank and led to highest sale quarter since listing on Amazon. Prepare over 100 on line advertisement variants for Campaign 360 per quarter. Support positive brand sentiment by producing downloadable wallpapers for Instagram. Animate social posts to contribute to channel strategy.

Little Caesars Graphic Designer / Detroit, MI / 04-2016 to 05-2021

Illustrate the refreshed Little Caesars character. Contribute to Little Caesars brand guidelines by defining character development and usage. Lead concept for Stuffed Crazy Bread campaign. Develop advertising for test products. Animate products for social media. Design interface elements for the web and mobile app. Build strong relations with large franchisee network. Host a series of lunch-n-learns on new creative software and techniques. Host monthly ANA webinars and annual 1/2 day workshop. 5 Year QDA Panelist aka Taste-Tester.

Mo Marketing + PR UI Designer - Freelance / Ferndale, MI / 02-2016 to 04-2016

Improve organic SEO rankings by resubmitting a number of site's metadata and keywords. Monitor traffic through Google Search Console. Assist the launch of 2 eCommerce sites utilizing the WooCommerce platform.

Zoup! Fresh Soup Company Graphic Designer - Freelance / Southfield, MI / 11-2015 to 02-2016

Create new Zoup! website concept. Concept and illustrate training materials to introduce new recipes to team members. Design print, email and social materials for Zoup! consumers as well as franchisees.

RXNB, Inc. Graphic Designer / Madison Heights, MI / 08-2012 to 10-2015

Launch CMS based websites and monitor traffic through Google Search Console. Concept advertising campaigns and press releases for RXNB and its subsidiaries. Prepare artwork and presentation materials for consultations and live events. Photograph product prototypes. Create training materials for colleague on boarding.

TECHNICAL KNOWLEDGE

Adobe Creative Suite (CC) Ai, Id, Ps, Dw, An, Ae, Pr, Au, Xd Google Web Designer, Amazon Vendor Central, Celtra
Wordpress, Prestashop, BigCommerce MailChimp, Fishbowl, FranConnect
Microsoft Office 365, Google Drive, Apple Keynote Autodesk Alias, KeyShot, Google SketchUp

FORMAL EDUCATION**College for Creative Studies** Bachelor of Fine Arts / Detroit, MI / Graduated 05-2010

Achieved Dean's List status consecutively, participated in school groups such as "Draw Sucka Draw" and "Hallway Show". Gallery showings in the 555 Gallery and U757 Gallery. Held 4 year work study in CCS wood shop.

The Language House International TEFL Certificate / Prague, CZ / Graduated 06-2010

Create and compose lesson plans for all skill levels of English learners. Over 14 hours of live teaching experience.