

## EDUCATION:

Northern Illinois University  
Bachelor of Fine Art: Illustration

## SOFTWARE:

Photoshop  
Illustrator  
InDesign  
Premiere Pro  
XD  
Microsoft Office  
Basic HTML/CSS  
Wrike

## SKILLS:

Direct to consumer and B2B marketing experience  
Staff management leading various size teams  
Convert business and customer objectives into creative solutions  
Coordinate projects with cross-functional teams  
Quickly learn proprietary and specialized software as needed  
Management experience in marketing and production environments  
Ownership of standards and brand guidelines  
Comfortable presenting in front of all levels of leadership  
Digital and traditional fine art skills

## EXPERIENCE:

### Creative Marketing Manager

2-10 HOME BUYERS WARRANTY, AURORA, CO | JULY 2015 - PRESENT

- Manage 2 directs (visual designer and content writer)
- Responsible for company brand standards, art direction, graphic design, video editing, and corporate office signage
- Designed print collateral, presentations, emails, display ads, and trade show booth displays
- Created UI/UX wire frames and mock ups for ecommerce flows that successfully increased lead conversions, click through rates, and number of products added to cart
- Lead the visual and content redesign of the WordPress site including standardizing a design system
- Created company recruiting video for the HR team including developing the storyboard, editing, and shooting
- Lead employee experience team organizing company events to increase engagement and culture

### Visual Designer

LIQUIDUS MARKETING, CHICAGO, IL | OCTOBER 2014 - AUGUST 2015 (REMOTE CONTRACTOR)

- Create wire frames and high resolution mock ups for online app that helps users design banner ads without coding or design skills
- Created user flows and prototypes to explain how dynamic ads would function

### Graphic Design Supervisor

CARS.COM (CLASSIFIED VENTURES, LLC), CHICAGO, IL | MARCH 2013 - SEPTEMBER 2014

- Supervised a team of 9 in-house directs and an outsourced team
- Interviewed and hired candidates for various team roles
- Prepared and analyzed reports for team efficiency, throughput, and volume capacity
- Resolved escalated issues from the Sales team and other internal departments
- Acquired knowledge in automotive industry Co-Op Guidelines and brand standards
- Create presentations for operations leadership
- Designed animated flash banner ads

### Team Lead - Ad Development and Quality Assurance

APARTMENTS.COM (CLASSIFIED VENTURES, LLC), CHICAGO, IL | AUGUST 2007 - MARCH 2013

- Supervised 15 directs as team lead (photo, video, and Quality Assurance teams)
- Maintained team training resources and Knowledge Base
- Determined QA standards and best practices
- Developed the editing style and in-house production process for a successful virtual walk-through video product

### Photo Retoucher

APARTMENTS.COM (CLASSIFIED VENTURES, LLC), CHICAGO, IL | APRIL 2006 - AUGUST 2007

- Corrected and edited photos according to in-house photography guidelines
- Stitched together 360° panorama tours of apartment units and property grounds

### Graphic Artist

THE HERALD & REVIEW NEWSPAPER, DECATUR, IL | DECEMBER 2003 – JANUARY 2006

- Designed retail, classified, and magazine print ads
- Paginated the layout of the Classifieds section of the newspaper