

My passion, design. My goal, to bring unparalleled creativity and professionalism each and every day to my place of work. As an Art Director with over twelve years' experience, I have had the pleasure of working in several exciting industries. These positions presented me the opportunity to brand multiple companies and in each case tendered their own challenges and rewards. I'm always looking to take my career to the next level and push the boundaries of design. Always leading by example, I am a people person who loves bringing humor and positivity to the workplace.

08/15- – Present, Art Director (currently acting Creative Director), Mannatech Inc.

- Global Manager/Supervisor for art department and currently overseeing entire creative department
- Complete rebrand for the company including three sub-brands
- Packaging concepts and design for all products
- Website support for graphic elements
- Product photography director utilizing Cinema 4D to create 3d rendered product shots
- Social media content conception and execution
- Responsible for corporate presentation designs at the executive level
- Responsible for all corporate marketing and sales materials for all international markets
- **Awards and Recognition:** Best packaging– Pharmaceutical Packaging & Manufacturing; Employee of the month 5 times

12/12 – 07/15 Director of Visual Media, RPS Media LLC/Frankie V's Kitchen/STS Group LLC

- Development of all brands
- Packaging and Label development for Frankie V's Kitchen
- Signage and displays for Frankie V's Kitchen
- Website Development for all companies including new shopping cart system for Frankie V's Kitchen
- Marketing campaign structure for RPS Media LLC.
- Development of client brands for RPS Media LLC. Including logo design, packaging, online presence
- Implementation of new inventory system for Frankie V's Kitchen
- On-site product demonstrations and sales
- Maintenance of company computers, printers and software
- Management of creative team
- **Awards and Recognition:** 1st place, best label artwork (Spooky White Sauce)–New York Hot Sauce Expo 2013; 1st place packaging (Green Mary Cocktail Mix)–Texas Chile Festival 2014

1/12 – 12/12 Director of Visual Media, StarFloors/Starpower/Ed Kellum Appliances

- Lead visual director
- Managed marketing campaigns such as – newspaper ads, TV commercials, special events, collateral materials, in-store signage, billboards
- Managed visual presence for social media campaigns – Facebook, Twitter, E-blasts, Pinterest
- Special Event coordination with marketing team – Golf Tournaments, Holiday Parties, HD Expo
- Managed website rebuild over all StarCompanies – StarFloors, Starpower, Ed Kellum & Son, StarFloors Senior Living

1/04 - 12/11 Lead Photographer/Head of Marketing/Sales Representative, DaVinci Fine Portraiture

- Lead Portrait Photographer – family, senior, executive, commercial, model
- Head of production and quality control of final products
- Maintained all computer hardware and software issues
- Marketing campaigns through website, social media, and collateral materials
- On-site sales – consisting of meeting the client at their convenience and completing the sale in a timely manner

Skills:

- Expert level experience in Adobe Photoshop/InDesign/Illustrator/Flash/Muse
- Broad knowledge of Social Media Marketing – Facebook/Twitter/Email
- Website Design and development
- Flash Animation – TV Commercials, Web banners, Internet Ads
- Microsoft Office management for company employees
- Quickbook inventory development and management
- On-site sales
- Professional Photographer
- Marketing Campaign Development
- Cinema 4D Modeling and Sculpting

References:

- **Chris Traister**
Co-worker/Copywriter
469-644-4212
- **Daniel Crouch**
Owner Guiltless Goodies
214-934-9913 (client for 4 yrs)
- **Tenielle Powers**
Owner of Dallas Truck Pros (client for 6yrs)
214-682-1316