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[www.YourCreativeMark.com](http://www.YourCreativeMark.com)

## SUMMARY

Creative Director with 15 years experience that is versatile and adept at using design to achieve marketing and brand identity strategies. An expert in many creative disciplines:

- Collateral literature
- Direct mail
- Newsletters
- Brochures
- Web design
- Exhibit design
- Multimedia slide presentations
- Packaging
- Ad design

Experienced in managing photographers, illustrators and print vendors in a deadline driven environment. Solid knowledge of production and printing techniques. Highly skilled in the latest computer applications.

## PROFESSIONAL EXPERIENCE

**WHITECAP NORTH AMERICA, LLC - Seattle, WA** 2005 - 2007

Whitecap helps customers grow sales, improve brand awareness and increase productivity through marketing, design and promotion solutions.

Creative Director

- Creative high quality graphic design and marketing leadership to our customers
- Manage a small design staff that produces creative marketing material for our clients
- Directed and coordinated photo shoots under the guidelines of company brand identity
- Oversaw quality of printing and delivery schedule and delivered materials on time
- Create and manage a new company web-site that increased customer leads and awareness

**SOURCE REAL ESTATE - Kirkland, WA** 2004 - 2005

Full service real estate firm that offers significant savings to their clientele through reduced commissions.

Marketing Director

- Design and manage company image, offering a distinct brand identity
- Produce and schedule TV advertising campaign creating a high degree of market awareness
- Create and manage a new company web-site that increased customer leads by 50%
- Supports six Real Estate Agents with marketing materials increasing leads by 20 per week
- Manage Trade/Home Show participation, creating market visibility and educating the public

**GENERATION II USA, INC. (AN OSSUR COMPANY) - Bothell, WA** 1995 - 2004

Brand leader of a 35 million dollar osteoarthritis knee brace market

Art Director/Graphic Designer

- Key influential member of an eight person marketing team, who was successful at multiple product launches
- Established and tracked advertising campaigns, thus supporting marketing objectives
- Directed and coordinated photo shoots under the guidelines of company brand identity
- Organized, and implemented a print order process, reducing overall marketing expenses
- Provided specifications on all projects: paper, ink, quantity (international production experience)

## AWARDS, EDUCATION AND DESIGN CONFERENCES

2007 PRINT MEDIA AWARD OF EXCELLENCE WINNER - [www.communicatorawards.com](http://www.communicatorawards.com)  
Whitecap North America, Toys At Work Calendar

SCHOOL OF VISUAL CONCEPTS

Management: Managing Creative People

SEATTLE CENTRAL COMMUNITY COLLEGE

Associate of Arts Degree: Advertising Art Design Program

ATTENDED THE HOW DESIGN CONFERENCES ~ 1999 thru 2007

