

## SUMMARY OF QUALIFICATIONS

Seasoned professional with over 30 years experience, having worked in-house, at agencies and launched multiple businesses. Have worked independently and have led multiple creative teams. Have extensive experience in branding, print design, advertising, UI/UX design, as well as client service, marketing communications and business development. Have broad experience managing vendors and production. Very organized, with strong time-management skills and the ability to direct multiple projects. Hard-working, friendly, with solid communication skills. Substantial concepting skills - incorporating research, personas and market data to arrive at the most compelling solution. Seeking the next phase of my colorful career, looking for opportunities to stretch and grow, to collaborate, and be part of a team at an organization whose philosophy/mission resonates.

## WORK EXPERIENCE

### Proprietor

Nazareth Creative ATX  
2010 – present

- Managed an average of 10 to 20 clients at any given time
- Created project plans, identified resources, created timelines and budgets for large projects
- Creative direction for all projects (branding, print, advertising, interactive)
- Graphic design and production
- Copywriting/editing
- Managed vendors (printers, photo/videographers, writers, programmers, illustrators)
- Periodically partnered with Vivanti Group on large client projects
- Periodically worked as Interim Creative Director for other agencies

**!** **Highlight:** Longevity! It's very gratifying to have built this business and produced such a large volume of work over the years.

### Principal/Co-founder

Vivanti Group  
2008-2010

- Co-founded this marketing boutique with a former client
- Managed client projects and participated in business development
- Hired and directed a small creative staff
- Provided all creative direction and production supervision

**!** **Highlight:** Landed a large retainer agreement with a hospital that needed a complete re-branding. Exciting, yet scary!

### Proprietor

Common Man Creative  
2002-2008

- Founded this small graphic design business shortly after September 11
- Grew this small startup from one to 20 clients within the first two years
- Managed all client projects, developed marketing plans and business development
- Provided all creative direction and graphic design
- Managed vendors and supervised all production

**!** **Highlight:** Stretched my skillset to include video production. Taught myself all aspects of video production and produced a series of television commercials for a regional hospital client.

### Vice President, Creative

Big Sky Web Answers  
2001-2002

- Co- founded this web development firm (recruited by former Springbow co-worker)
- Provided all creative direction and design production for our client websites
- Assisted the business development director with research/sales pitches/proposals
- Assisted the CEO with public relations and marketing to expand visibility of this new start-up

**!** **Highlight:** My time here was short and unpleasant, but this provided the nudge I needed to start my own business.

### Creative Director

Springbow  
2000-2001

- Supervised and mentored a team of 12 graphic designers
- Provided creative direction for a variety of web and interactive client projects
- Assisted with requirements gathering, use cases, project planning
- Assisted with public relations and marketing for this new start-up
- Assisted with business development presentations and pitches

**!** **Highlight:** Springbow acquired my previous employer, Weisemorr Interactive. Shortly after the merger, I was promoted from Graphic Designer to Creative Director while also assisting the Chief Marketing Officer with public relations and marketing.

## Art Director

Weismorr Interactive  
1998-2000

- UI/UX design/production for a variety of website and interactive/kiosk projects
- Assisted with requirements gathering, use cases, project planning
- Worked collaboratively with our team of programmers
- Creative and business development presentations for clients
- Assisted with proposal development, process documentation

**!** **Highlight:** My first job working in interactive design. I learned so much in a very short period of time. I loved it!

## Graphic Designer

Holmes Millet Advertising  
1996-1998

- Graphic design
- Production supervision
- Assisted with business development and proposals
- Project management, client service and marketing plan development
- Art directed photo and videography projects

**!** **Highlight:** My first job working at an advertising agency. I learned so much about branding, print production, art direction and project management. It was an invaluable experience. I only left to explore opportunities working in interactive design.

## Marketing Director

Brook Mays Music  
1992-1996

- Created in-store marketing campaigns for this large musical instrument retailer
- Art directed and supervised vendors for television and radio production
- Oversaw media buys for print advertising, television and radio production
- Assisted with development of a direct-mail division – produced quarterly products catalog
- Designed a large variety of print collateral and advertising to support retail sales

**!** **Highlight:** My first job working in marketing. The owner of this company managed the marketing himself and was happy to hand off this work to me. My hard work was rewarded with more responsibility - I learned SO much during these four years.

## HARD SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier)
- Microsoft Office (Word, Powerpoint, Excel)
- Branding / identity
- Print design / production
- UX/UI design / production
- Photo / videography art direction
- Project management: scheduling, scoping, requirements

## SOFT SKILLS

- Creativity / problem-solving
- Critical thinking
- Leadership / mentoring
- Collaborative / friendly / team-building
- Time management / strong organizational skills
- Responsible / takes ownership
- Good communicator

## EDUCATION

First and foremost, I am an autodidact. Most of what I know about creative services, I have learned by doing. I am curious, a life-longer learner, and will always be adding to my knowledge base. For many years, I did attend Collin College, (Dallas, TX), without following a particular degree program.

## Studies included:

 Graphic Design – 1989-2001

 Visual Communications – 1993-2001

 HTML/JavaScript – 1993-1996

 Sound Editing – 1993-1995

 Photography – 1996-2003

 Video Editing – 2002-2005

## PERSONAL INTERESTS

I love to travel and experience new places (favorites include London and Galapagos Islands). I am a foodie - both a cook and a gardener. I have a strong Yoga and meditation practice – I'm actually a certified mindful meditation teacher (learn more at MindfulATX.com). I love music, film and literature (favorites include Radiohead, Modest Mouse, Leonard Cohen, Wes Anderson, Ruben Östlund, Augusten Burroughs and Alain de Botton). And, I'm really into cats (along with my husband Michael, I currently share my home with Ocho, Emily, Eli and Maya).

