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Creative leader, designer, and marketing strategist with over 15 years of experience delivering impactful, human-centered solutions across B2B and B2C industries. As Creative Director at Moncur, I lead branding and digital strategies that elevate client brands and connect with audiences. Known for my ability to manage dynamic teams, mentor creative talent, and execute high-value, integrated campaigns that drive results. A passionate advocate for collaborative teamwork and innovative problem-solving.

Work History

Creative Director

Jul 2022 – Present | [Moncur](#) | Detroit, MI (Remote)

- Lead the creative vision and execution for branding, digital, and marketing strategies across diverse industries.
- Collaborate with cross-functional teams to deliver rebrands, product launches, and digital-first experiences for B2B and B2C clients.
- Mentor and manage multidisciplinary creative teams, fostering an environment of collaboration and innovation.
- Partner with leadership to define client goals, deliver impactful solutions, and drive measurable success.
- Recent highlights: Successfully led branding projects for Verdantas, FastGrid, and Shift Digital, delivering scalable, modern solutions aligned with client business objectives.

Creative Consultant

Nov 2021 – Present | [data.ai](#) | San Francisco, CA (Remote)

- Identify areas for improvement and develop creative strategies to reach goals.
- Advise clients on how to effectively design and market their products or services.
- Preparing proposals and design briefs, and pitching them to clients or stakeholders.
- Develop creative solutions for services and campaigns to meet client objectives.
- Communicate to clients about project status, budget requirements, and technical considerations.
- Recommend changes to existing services and campaigns to increase pipeline.
- Find new opportunities for growth through market research and analysis of industry trends.
- Designing new services such as entertainment events or corporate training programs.

Creative Demand Generation Manager

Jun 2021 – Nov 2021 | [data.ai](#) | San Francisco, CA (Remote)

- Utilized ABM and demand gen best practices to build marketing campaign strategies.
- Created, supervised, measured and optimized integrated marketing and sales campaigns.
- Worked closely with marketing ops on targeting strategies, technology and reporting.
- Worked closely with sales leadership to align on key accounts and activities.
- Built repeatable marketing processes and repositories that scale results over time.
- Leveraged existing content, while also developing new strategic content.
- Managed entire campaigns including copyrighting, proofreading, system configuration, reporting, collaborating with designers, agencies, contractors and coworkers for a successful launch.

Creative Digital Marketing & Design Strategist

Mar 2018 – Jun 2021 | Freelance | United States (Remote)

- Developed creative solutions for clients, including brand, print, packaging, display, advertising, content strategy and development, UI/UX design, front-end development and QA, ABM campaign development, paid advertising coordination, event, webinar and video marketing development, email marketing campaign efforts, and social media outreach.
- Trusted partner to agencies, marketing leaders and company executives, helping build and launch marketing initiatives, advertising campaigns, and digital strategies.
- Built integrated marketing campaigns and advertising strategies from concept to launch, including managing internal and external resources and tools.
- Mentored executive teams through strategic periods of key marketing and business development decisions in-order to optimize profitability, launch effective marketing campaigns, and build comprehensive digital strategies and communication plans.

Creative Director

Jul 2014 – Dec 2018 | [Response Capture, Inc.](#) | Portland, OR

- Partnered with external digital agencies, in-house marketing and sales teams, creative and strategic resources, as well as a variety of tools (e.g. Salesforce, Marketo, Drift, 6Sense) to build and implement successful omni-channel integrated campaigns.
- Collaborated with sales and marketing leaders to establish campaign goals and benchmarks, execute demand generation and generate high-value segments and key accounts.
- Developed creative, high-impact, omni-channel ABM campaigns that targeted key personas within a variety of verticals, such as healthcare and fintech, within the B2B space.
- Managed technological considerations to meet defined goals, managed project progress and milestones, and anticipated project issues.
- Supervised and mentored remote design and production staff through the development of innovative designs and builds for multi-channel campaigns, all while managing deadlines, budgets and overall client satisfaction.
- Managed client and vendor contracts, services and schedules to meet budget requirements.
- Established department specific procedures and quality standards, and restructured work strategies to accomplish agency objectives.

Art Director

Aug 2012 – Jul 2014 | [Deltek](#) | Portland, OR

- Worked closely with marketing leaders and sales to identify and target key personas.
- Developed and executed multi-channel ABM marketing programs with multiple sales touch points that generate demand and build pipeline, including webinars, email and direct mail campaigns.
- Led ABM campaigns for Deltek's SEO and social media strategies.
- Determined the best communication channels for information on Deltek's strategic initiatives, products and programs to meet the program's objective.
- Built relationships with outside industry experts and utilized Deltek employees to help in creating effective offers and high value content.
- Helped plan and execute internal and external events.
- Monitored competitor communications and the AE industry online to improve Deltek's programs, messaging and differentiation.
- Managed external and internal digital marketing agencies, vendors and freelancers.

Creative Manager

Jan 2011 – Aug 2012 | [Deltek](#) | Portland, OR

- Lead designer and supervisor of all creative projects within the marketing department.
- Developed strategic, visual products and campaigns while working within defined technical constraints for both digital and print purposes.
- Researched industry trends and evaluated competitive products.
- Preserved and strengthened branding standards of company and products.

Fine Arts Instructor

Sep 2007 – Jan 2011 | WellSpring Community High School | Bellingham, WA

- Adapted curricula to meet current standards and promote skills in all students, then organized original lesson plans for each class with dynamic group and individual projects to teach collaboration and teamwork.
- Taught classes on a variety of topics, including art history, painting, color theory, printmaking, mixed media, drawing and art installation.
- Guided students to develop and hone creative processes and problem solving skills.
- Provided feedback to students and parents on progress and abilities and worked with struggling students to offer additional help with classroom and hands-on learning.

Visual Communications & Digital Marketing Designer

Feb 2005 – Jan 2011 | Freelance | United States (Remote)

- Developed creative solutions for clients, including brand, print, packaging, display, advertising, content strategy and development, UI/UX design, front-end development and QA, ABM campaign development, paid advertising coordination, event, webinar and video marketing development, email marketing campaign efforts, and social media outreach.

- Prioritized and managed multiple projects within design specifications and budget restrictions.
 - Engaged with clients regularly and routinely throughout the project to ensure a unified, client-centered approach to visual solutions.
 - Established creative direction for the company, campaign or project as well as provided an organized repository of assets.
 - Designed campaigns and various brand and marketing materials for print and digital collateral.
 - Created specialized assets for use on social media or other digital platforms.
 - Worked within existing brand and style guidelines to deliver visual solutions that supported larger campaign goals.
 - Recommended updates to brand and marketing assets where appropriate.
 - Ensure all projects are completed with high quality and on schedule.
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Education

Technical Degree in Digital Design & Visual Communications

Jun 2009 – Jun 2011 | Whatcom Community College | Bellingham, WA

- Completed two-year technical program in design and visual communications.
- Curriculum consisted of graphic arts, art history and web development courses.

Bachelor of Fine Arts in Digital Design & Printmaking, Minor in K-12 Education

Sep 2004 – Jun 2008 | The Evergreen State College | Olympia, WA

- Completed four-year degree with a Bachelor of Fine Arts in digital design and a dual Minor in K-12 education and creative writing.
 - Final year included on-site internship experience at a private high school teaching grades 8-12.
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References available upon request.