



creative professional

- direction •
 - management •
 - development •
 - design •
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Technically savvy and exceedingly creative self-starter with a proven track-record of successful management and design expertise. Master multi-tasker with excellent communication skills, strong technical capabilities and a keen eye for producing innovative results.

core expertise

- Extensive knowledge of multiple art and design mediums and styles
- Excellent eye for color, composition, texture and detail
- Superior ability for directing multiple large and small scale projects simultaneously
- Comprehensive understanding of event production
- Precise planning strategies for maximum profitability
- Expertise in Photoshop, Illustrator, InDesign, Office and Apple consumer software
- Accomplished in the use and development of Wordpress website platform
- Experienced in use of content management systems
- Adept in HTML5 and CSS3 with fundamental knowledge of PHP & JQuery
- Skilled in the operation and maintenance of Mac and PC equipment and software

professional experience

Co-Founder / Creative Director

2013 to Current

King Louis, LLC

- Lead sales efforts and all client interactions
- Manage finances of company from quoting and billing to bookkeeping
- Create and maintain budgets for all design projects
- Design brand identities from initial concepts through to final product
- Develop brand and content strategies for marketing pieces
- Guide web design and development processes

Creative Director

2011 to 2013

Revel Decor, Inc.

- Provided creative bridge between sales & production departments
- Spearheaded creative brainstorming sessions for pitches and proposals
- Managed team of 10 full-time staff
- Scheduled and managed staff of 10 - 30 freelancers, depending on work load
- Lead client consultation and pitch meetings
- Created custom graphics for events following client brand and identity guidelines
- Oversaw procurement of all hard and soft goods
- Provided quality control over concepts, designs and projects
- Contributed to brand recognition through development of corporate aesthetics
- Developed and managed marketing materials, sales tools and website
- Coordinated production schedules and appointments for staff
- Managed relationships with outside vendors
- Implemented and administered the use of Salesforce CRM
- Applied systems to ensure productive events which aided in a 200% increase in sales

Assistant Creative Director / Operations Manager

2006 to 2010

Epoch. Floral, Inc.

- Consulted with clients and proposed thought provoking and unique design concepts
- Trained and monitored quality of design of production staff
- Redeveloped the company's website which resulted in a 200% increase in traffic
- Designed all print and web marketing pieces used for the company and side ventures
- Coordinated production schedules and appointments for staff of eight
- Budgeted costs for all design projects, which increased profits by 10-25%
- Provided on-site technical support for website, computer and network hardware

education

Bachelor of Art in Photograph
Columbia College Chicago

June 2003