

**OBJECTIVE** Experienced marketing leader with diverse experience seeking a position in the Evansville community that will allow me to share my creative vision with others in a positive environment.

**SOFTWARE PROFICIENCY, SKILLS & ABILITIES**

- **Design Software:** Adobe InDesign, Photoshop, Illustrator, Acrobat
- **Web design/programming:** HTML, CSS
- **Social Media:** Facebook, Twitter
- **Video production:** Adobe Premiere, After Effects
- Able to manage multiple projects and staffers
- Budget conscious & detail oriented

**EDUCATION** **B.S. VISUAL COMMUNICATIONS, UNIVERSITY OF EVANSVILLE**  
Recipient of the William G. Richmond Award for Metalwork; Member Kappa Pi Honorary Art Fraternity

**CONTINUING EDUCATION**

Training certificates earned in multiple areas of leadership development, including:

- Coaching and developing employees
- Leading change
- Fundamentals of strong customer service
- Leading a customer-centric culture
- Leading and working in teams

**EXPERIENCE** **CIRCLEBACK LENDING** **BOCA RATON, FLORIDA** **FEB 2016 TO PRESENT**

**Marketing Creative Manager**

- Develop and guide the emerging company brand standards to provide consistent creative standards for direct mail, website and digital marketing
- Coordinate creative development with cross-functional teams to ensure brand consistency
- Content strategy and creative execution for direct mail campaigns
- Design and develop email marketing campaigns
- Develop executive presentations for company updates and investor pitches
- Creative project execution and coordination with external agencies
- Content and creative development of public loan portal and customer account dashboard
- Develop internal processes for compliance management and document retention business policies
- Develop marketing strategy plan for mobile platform to diversify business income streams

**SPRINGLEAF FINANCIAL SERVICES** **EVANSVILLE, INDIANA** **2006 – FEB 2016**

**Design Manager (promoted through multiple positions: Marketing Design Specialist, Sr. Design Specialist, Marketing Creative Consultant)**

- Manage in-house design staff, freelance project staff and long-term contractors
- Coordinate project assignments and time lines within budget constraints
- Maintain an open working relationship with other company business unit team members to establish the dialogue necessary to determine and meet their needs and goals
- Responsible for ensuring brand consistency across all company marketing channels
- Develop effective and brand appropriate sales and communication materials for employee communications, in-branch customer support and business-to-business partners
- Work with legal team to ensure that all company materials, advertising and promotions are in compliance with federal and state-specific financial industry regulations
- Led development of iOS app with a to-market launch in under 45 days
- Design and programming of present & former customer e-mail solicitations
- Responsible for visual development and content direction of public web site, employee intranet, company incentive programs and contests.
- Serve as staff photographer and provide support for on-site staff for external events.
- Develop communications to disseminate company program information to national branch network staff

**EXPERIENCE**      **PEARISON, INC.**      **CYNTHIANA, INDIANA**      **2003 – 2006**

**Graphic Designer**

- Design and production of annual sales catalog including concept development, photography direction and image production work
- Design and development of dynamic eCommerce web site
- Redesign of custom quote system using a multilayered illustration system
- Development and design of event-specific and trade publication advertising as well as direct mail

**RELO**      **CHICAGO, ILLINOIS**      **2000 – 2001**

**Marketing and Communications**

- Assisted in planning of national and regional conferences including project time lines, promotion, registration, budgets, theme development and promotional materials design/production
- Preparation of media kits for press conferences
- Responsible for printing budget development, working with printers/ vendors to ensure quality and pricing
- Graphic design of collateral print materials for distribution and sale to US and international members
- Concept development and graphics production of web site content
- Editor of biweekly electronic newsletter

**COMMUNITY  
ACTIVISM**      **TOUCH INC.**      **EVANSVILLE, INDIANA**      **2013 TO PRESENT**

**Assistant Executive Director and Advisory Board Member**

TOUCH INC is a locally founded 501c3 charity dedicated to providing cancer patients in Vanderburgh and Warrick Counties with monetary support for non-medical needs. Qualified applicants are assisted with basic living expenses while they are undergoing and recovering from cancer treatments. The organization is comprised of a completely volunteer team, and funds all efforts through grants and donations.

- Cooperatively plan and promote TOUCH INC fundraising campaigns and events
- Increase donor and patient awareness through local marketing efforts
- Coordinate volunteer efforts
- Serve as media spokesperson to promote TOUCH INC and related events
- Maintain organization website
- Write organizational grant applications
- Assist with patient benefit coordination and vendor payments