

Dynamic Creative Executive with nearly 30 years of experience leading multidisciplinary teams to deliver transformative marketing and branding solutions. Recognized with two Emmy Awards and a US Patent for sports technology innovations. Adept at translating business objectives into compelling creative strategies that inspire audiences and drive measurable results. Expertise in creative operations, resource management, and process optimization, ensuring seamless execution of high-impact campaigns while maintaining brand consistency and operational efficiency.

## Core Competencies

Creative Leadership & Visionary Strategy  
Creative Operations & Process Optimization  
Brand Development & Storytelling  
Cross-functional Collaboration  
Integrated Campaign Development  
Resource Allocation & Budget Management  
Stakeholder Engagement  
Innovation in Design & Execution

## Professional Experience

### Creative Director | Walmart San Bruno, CA | 2/2019 – 6/2023

Led transformative campaigns for Walmart Grocery, Pickup and Delivery, and Walmart Plus, driving a \$10B increase in retail sales through integrated omnichannel strategies across digital, mobile, and in-store platforms. Notable campaigns included celebrity partnerships with LeBron James and Kristen Bell.

Spearheaded the development of 360-degree omnichannel campaigns across digital, mobile, in-store, and print platforms.

Approved advertising concepts for Walmart Plus, ensuring alignment with brand identity and maximizing engagement.

Directed the creative execution for multicultural campaigns that resonated with diverse consumer demographics, ensuring that marketing efforts connected with a broad audience across all channels.

Oversaw in-store campaign rollouts for Walmart's private brands, ensuring consistent brand messaging and an engaging customer experience in a multichannel retail environment.

Developed and led the execution of A/B testing strategies across digital channels to optimize multicultural campaigns, ensuring continuous creative improvement and personalization.

### Group Creative Director | Firewood San Francisco, CA | 9/2018 – 1/2019

Directed a team of over 100 creative professionals in delivering high-impact Google marketing campaigns for G-suite, Google Enterprise, and Google Education.

Led the development of cross-media creative strategies, ensuring consistency in brand messaging and visual identity across digital, print, and video assets.

Delivered expert-level image manipulation, animation, and video production for large-scale projects, ensuring brand standards were met while pushing creative boundaries.

Managed multiple projects simultaneously, maintaining attention to detail and delivering pixel-perfect designs under tight deadlines.

### Digital Artist II, Art Director | Apple Cupertino, CA | 3/2018 – 9/2018, 3/2024 – 9/2024

An integral member of Apple's Keynote team, responsible for developing compelling visual content for live product launches and events, including WWDC and the September event.

Produced motion graphics, animations, and visual storytelling elements that adhered to Apple's rigorous brand standards.

Led the creation of digital publication covers, short film designs, and promotional materials, balancing creative innovation with brand consistency.

Collaborated with senior leadership, developers, and cross-functional teams to execute visual storytelling strategies that resonated with Apple's global audience.

Delivered pixel-perfect creative assets across digital, social, and web platforms, ensuring cohesive visual communication across all channels.

**Creative Director | Freelance**  
**San Francisco, CA | 2014 – 2018**

Provided full-scale creative direction and design solutions for clients including Apple, Edelman, and Vulcan Inc., Kashi Cereal, and TreeTop Apple-sauce focusing on rebranding and digital content development.

Delivered hands-on creative solutions for a variety of formats, from digital layouts to video production, social media campaigns, and app design, ensuring cohesive and strategic brand experiences.

Developed and executed integrated campaign strategies, working with cross-functional teams to align creative direction with client goals and market needs.

Utilized expert-level image manipulation, illustration, and video editing techniques to deliver high-quality results for clients.

Led multiple projects from concept to completion, managing budgets, timelines, and resources to deliver work on time and within budget.

**Group Creative Director | Level Studios, Rosetta, Publicis**  
**San Luis Obispo, CA | 2011 – 2014**

Led global creative operations for high-tech brands such as Samsung and Apple, developing brand guidelines and executing multichannel marketing campaigns.

Directed the creation of immersive retail experiences, including Samsung's shop-within-a-shop at Best Buy, ensuring seamless customer journeys and user-centered design.

Pioneered the development of Apple's first digital textbooks, collaborating with cross-functional teams to push innovation in digital education and product storytelling.

Managed large-scale, cross-platform campaigns from concept to completion, ensuring timely delivery, creative excellence, and alignment with business objectives.

**Creative Director, Head of Creative | Sportvision**  
**Mountain View, CA | 2004 – 2009**

Led creative direction for breakthrough sports technology innovations, including FreezeCam and the Yellow First Down Line, revolutionizing sports storytelling and audience engagement in the NFL.

Collaborated with engineers, designers, and broadcasters to create interactive, augmented graphics for major sporting events, including the Super Bowl, NBA Finals, and Daytona 500.

Directed creative and technical teams to produce live simulcasts, virtual graphics, and in-game entertainment that increased viewership and engagement across major sports leagues.

Increased revenue by 75% through the development of innovative broadcast products, which opened new revenue streams for advertisers and enhanced fan experiences.

**Education**

Bachelor of Fine Arts, Photography & Graphic Design  
Massachusetts College of Art & Design | Boston, MA

**Awards & Recognitions**

2x Emmy Award Winner for Sports Technology Innovations (Outstanding Technical Team & Advanced Media Technology)

US Patent Holder (FreezeCam Sports Technology)

2005 PRINT Regional Design Annual Award

Horizon Award for Best New Sports Technology

**Tools & Technologies**

Adobe CC Suite (Photoshop, Illustrator, After Effects, Premiere), Figma, InVision, Final Cut Pro, Logic Pro, Capture One Pro, Generative AI

**Professional Skills**

Creative Strategy Development

Team Leadership & Mentorship

Performance Metrics & Campaign Analytics

Cross-functional Collaboration

Process Optimization

**Interests**

DEI, LGBTQ+ Advocacy, Music/Audio Production, Web3

