

Summary

- 24 years of experience across industries and channels, in-house and agency
 - 6 years in Creative Operations
 - Track record of recruiting, mentoring, grooming, retaining talent
 - Strategy & concept development, creative direction, design and execution
 - Design lead & liaison to architects for recent office move & remodel for 400+ people
 - Creative thinker with business acumen
-

Professional Experience

Twiss Creative Recruitment 2015 to present

Lead Recruiter/contract

- Sources digital Creative, User Experience, Production talent, nationwide
- Screens, interviews and preps candidates for presentation to clients
- Partners with clients on strategic approach to their staffing mix, communication plan and candidate experience

Sue Hardek & Associates 2014 to 2015

Recruiting Associate/contract

- Sources, screens, interviews and preps Creative talent for presentation to clients, primarily focused on digital marketing and experience

Razorfish 2008 to 2014

Group Director, Creative Services/Central Region (2.5 years)

Director of Creative Services (1.5 years)

- Serves as a powerful bridge between the left brain of Creative and User Experience (CRUX), and right brain of the Agency – focusing on overall CRUX team/individual welfare to ensure creative excellence and operational effectiveness.
- Fosters more efficient internal tools and processes, more effective recruiting and staffing approaches, more collaborative interactions with other disciplines and other regions, more strategic growth, and stronger creative leadership for CRUX teams and Leads.
 - Defined and rolled out Producer model and Motion Design career paths.
- Maintains direct, personal contact with key players inside and outside CRUX, keeping the disciplines running smoothly, and acts proactively to meet the region and the discipline's strategic goals.
- Support and inspire the CRUX group by introducing relevant vendor presentations, All Staffs, work sharing and training.
 - Owns CRUX budget and award show representation.
- Five core areas of operational responsibilities:
 - Represents the Creative discipline at Regional Leadership meetings
 - Assists with the recruiting and on-boarding of all new employees
 - Works alongside the CRUX Discipline Leads
 - Partners with Resource Management, Operations, Delivery, Human Resources, and Recruiting to maintain the highest utilization of CRUX staff, attracting and retaining talent, and planning for the future
 - CRUX team/individual advocate

Creative Director & Resource Management Liaison (2 years)

- Lead creative teams in developing marketing programs including websites, microsites and online advertising & social media campaigns for Kraft (Crystal Light as main client).
- Partners with cross-discipline teams on new business proposals.
- Conduit between Resource Management and the Creative team members so as the right person is staffed on the work that supports the team in the best way possible, while aligning the opportunity to the talents, goals and career paths of the individual.
- Works with managers and their direct reports to facilitate conversations and development plans.

Professional Experience
continued

Chloe + Isabel 2012 to Present
Independent Merchandiser

- E-commerce jewelry brand designed to empower and connect women through a social shopping experience.
- Online & in-person sales, handling all customer service needs, merchandising & marketing

Digitas 2003 to 2008

VP/Group Director (1 year)

VP/Associate Creative Director (2 years)

Creative Services Lead (concurrent with ACD role; 2 years)

Associate Creative Director (1 year)

Senior Art Director and Freelance Senior Art Director (1 year)

- Lead an ensemble team from strategy and concepting through execution print and digital
- Partner with marketing teams on program strategies to meet customer expectations and business goals.
- Balance staffing and project management needs with team's work/life balance dynamics to deliver award-winning creative.
- Develop and integrate the Creative Services capability into the Creative department.
- Manage the creative department budget for training & events.
- Co-sponsor the Learning & Development committee to help drive training and career pathing – with an emphasis on spearheading a new office mentor program.
- Member of office senior leadership, focusing on growing existing client relationships and pitching new business.
- Actively participate in initiatives to attract new talent and develop existing talent.
- Clients: KitchenAid, Eli Lilly & Company, Best Buy, Kellogg's

Castro McMahon 2000 to 2002

Creative Lead

- Responsible for strategy, concepting, presenting and execution of all creative projects and the direction of the creative team.
- Grew the creative capability from 1 to 6 employees.
- Managed and directed pool of freelance designers, copywriters and photographers -- as well as constant contact with vendors.
- Clients: OnStar, Sears, Getty Images, Suntory Water Group, Express

BHI Design 1995-2000

Senior Art Director

- Directed and managed office of 7 designers, taking part in strategy and design of corporate communications, B2B sales collateral, trade show graphics, web design, annual reports, direct mail, promotions and corporate identities.
- Clients: Brunswick Corporation, Pepsi General Bottlers, First Industrial Realty, Motorola

Hartmarx Corporation 1994-1995

Graphic Designer

A.T. Kearney 1991-1994

Graphic Designer

Art Direction ongoing

Freelance

- Co-creator of "Just Between Us Girls" greeting card line (January 1995-December 2000)
- Concepted, directed, designed and produced direct mail, identity and promotional materials.
- Clients: Best Buy and Allstate (through Digitas), Sears, Don Foods, The Flower Studio, McCord World Travel, Carr Warner Architects, The Village Cutting Room, Flip Salon

Education

Bachelor of Science - Design / University of Vermont