



LOCATION:  
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EDUCATION:  
Bachelor of Arts, Graphic Design  
Louisiana Tech University



PROFILE:

I am a seasoned design professional and communication specialist with over 17 years of experience in branding, communication and marketing. I excel in developing branding strategies and solving problems that arise in the marketing world. I deliver innovative direction that consistently meets or exceeds my clients' goals. My creativity is more than the tools I use, it's the desire to produce an experience through my designs that fuels my approach.

WORK:

- Present** ● **Marketing Director, Parks Realty**
  - Create and direct the marketing strategy for Parks Realty
  - Manage a staff of 7 employees
  - Website design, management and social / SEO direction
- 2019** ● **Studio Design Manager, Old Time Pottery**
  - Brand development and graphic design solutions
  - Marketing strategies and development
  - Website design, development and management
  - SEO management for website and social media
  - Leading of email marketing strategy and implementation
  - Manage & lead studio staff in day to day activities and art direction
- 2019** ● **Freelance Design & Marketing**
  - Brand development and graphic design solutions
  - Brand promotion, SEO & manage social media
  - Bootstrap, HTML, CSS, Wordpress and CMS systems
  - UI design, Wire-framing websites and web applications
- 06-18** ● **Senior Instructional Designer and Consultant, Learning Solutions: Hospital Corporation of America**
  - Innovation leader through automation and streamlining processes
  - Department Senior designer, script writing, storyboard design & development, audio/video production and final development for a user base of over 100K users.
  - Brand development for campaign initiatives
  - Maintain client relationships with ongoing web based training development and design.
- 03-06** ● **Computer Specialist, Program Training Manager**
  - Developed schedule of more than 100 classes
  - Managed, interviewed and hired contract instructors
  - Wrote custom course curriculum and taught a variety of software classes ranging from HTML & CSS, to Illustrator, PhotoShop, Dreamweaver and Acrobat.

SKILLS & SOFTWARE:

- |  |   |   |
|--|---|---|
|  SOCIAL & SEO MARKETING |  ADOBE ILLUSTRATOR |  ADOBE CAPTIVATE |
|  ADOBE PHOTOSHOP        |  ADOBE PREMIER     |  HTML & CSS      |
|  ADOBE INDESIGN         |  ADOBE DREAMWEAVER |  ADOBE AUDITION  |