



With over a decade of solving the marketing needs of numerous clients, I know how to move the needle. I believe that sometimes a more calculated approach is the answer – sometimes you have to get a little noisier to be heard.

It all comes down to a sound, strategic approach, coupled with both an exciting brand message and a perfect presence.

Along with all those years of experience under my belt, I have a quiver full of friends and resources we can call on to help along the way.

**thats “me”*

Award-winning idea generation matched with ground-level reliability.

From blue chip clients to small start-ups. Your trump card for all marketing needs.

I provide open ears, deep strategy, off-the-rack thinking and design to bring your audience closer to both you and your product.

Print? Yes.

Web? Yep.

Environmental design? Check.

Loyalty program development and communications development and production?

Brand development? Logo design – brand-voice and image evolution?

Data-driven direct digital and print campaigns?

Promotion concepting and strategy to design implamentation?

Traditional advertising? Photoshoots?

Strategic Planning?

Social Marketing campaigns?

Trend presentation and educaiton?

Share in the crafting of pitches for new business efforts?

Collaborate with business development for existing client relationships?

Manage and lead creative teams to improve work and develop continuous thought leadership for teams and clients?

Talent hiring and recruiting?

Resource forecasting planning and management?

Project estimating, client management and account responsibilities?

Foster an environment of collaboration and creative problem-solving?

Ensure team manages client expectations, effectively mentoring and managing their responsibilites and goals?

Pomote opportunities for a robust and exciting exchange of ideas and opinions about the industry?

Develop and implement processes for deliverables review that assure maximum collaboration and creative excellence?

Uphold quality standards of all creative deliverables?

Thought leader within industry organizations and participates as an awards and portfolio judge?

Establish and maintain lasting and supportive senior level relationships with clients?

Understand, embrace, and communicate mission and values of those I represent?

Coffee pot cleaner and refiller?

Check-check double-check.

Creative Director: FPA Scene / FPA Design Group / SISU Clothing Culture
Ongoing

Independent client work that focuses primarily on small business marketing, communication needs and brand development.

Clients – Ginger Consulting, Itasca Leathergoods, Berger Financial Group, McCormick Construction, and a variety of other very significant clients.

Group Creative Lead: 3e The Life Time Agency / Life Time Fitness
February - December 2016

Charged with directing the creative partners on the member acquisition and retention business which accounts for 80% of total corporate budget. Responsible for presenting and evolving the Life Time brand, and the numerous companies within, to new audiences utilizing channels such as print, digital and web, and social. Charged with developing agency culture including finding efficiencies in projects, monitoring budgets and expenses, and creating an successful environment. Reported and presented regularly to the CEO, executive team, and various other business owners. Tackled unique opportunities on behalf of the CEO for creating growth opportunities.

Group Creative Director: The Lacek Group / Ogilvy World Wide
June 2010 - February 2016

Responsible for bluechip clients' 1:1 data-driven, multi-channel communications strategy, creation and production, and success through the management and development of creative teams. I was also responsible for financial and project-scope growth within each client group, as well as company objectives of new business development, pitches, company culture, recruiting objectives and communications. Projects included digital, web, mobile apps, email, loyalty program development, print, brand growth and development.

Clients – Ford Motor Company, Carnival Cruise Lines, EHI (Enterprise National and Alamo), Ameriprise Chase-United, and a variety of other very significant clients.

Senior Art Director: Riley Hayes Advertising / Minneapolis, MN
December 2006 - March 2009

Lead creative for a variety of clients in all business sectors. Internal responsibilities included team building and design direction, project development and new business creative development. Projects included brand and business development, campaign development and implementation, public relations and loyalty program promotion across all medias

Clients – Northwest Airlines, Deluxe Corporation, Health Partners, 3M – and a variety of smaller local businesses.

Senior Designer: John Ryan Performance / Minneapolis, MN
March 2006 - December 2006

Lead designer on retail - based projects for financial environments. Projects included program development, environment planning, fixture design, project development/implementation in both print & digital/interactive media.

Clients – Citibank, PNC Bank, Citizens Bank, Bank of America

Senior Designer: Black Design / Minneapolis, MN
December 2005 - February 2006

Lead designer on retail based projects. Projects included retail space planning and development, product and packaging design, promotional program development, advertising campaign concepts and strategic brand development.

Clients – Target, Gabberts Furniture, Bachman's Nursery

Designer: Colle + McVoy / Bloomington, MN
January 2003 - December 2005

Provided both strategic and creative solutions for international and national brands. Projects ranged across both print and web-based media business-to-business and business-to-consumer communication objectives.

Clients – Winnebago Industries, Redwing Shoes, Croplan Genetics, Novartis Animal Health, Bayer Enviro Science, CHS – and a variety of other very significant clients.

Jr. Art Director: IQ Marketing / Minneapolis, MN
January 2001 - January 2003

Clients – American Family Insurance, Nebraska Lottery, CART Racing



Academics

Adjunct Professor: Bethel University / St. Paul, Minnesota
Spring 2010

Instructed design and art courses. Brought in guest speakers, encouraged students to prepare themselves for a career in art design and advertising.

Adjunct Professor: Northwestern College / St. Paul, Minnesota
Spring 2010

Instructed senior-level portfolio courses, which helped prepare students for their future careers. Provided and maintained internship related relationships with employers.

Associations

Alumni Board Member: Dunwoody College
Spring 2004 - 2007

Marketing Director: North Star Bicycle Festival
Fall 2015

Education

College of Visual Arts / St. Paul, MN
Fall 1998 - Spring 2000

Bethel College / St. Paul, MN
Bachelor of Arts 1993

Dunwoody College / Minneapolis, MN
Fall 1997 - Spring 1998

Race Team Management

County Cycle Masters CX Team
Responsible for all team related projects, marketing, and budgets for nationally-recognized cyclocross race team.

Crossniacs Syndicate CX Team
Responsible for all team related projects, marketing, and sponsorship budgets for internationally-recognized cyclocross race team. RIP.

Just In Case

Light Diesel Mechanic: AMP Of WI
Spring 1995 - Fall 1995
Led mobile mechanic team to service power company's variety of vehicles for light-mechanical issues.

Produce Clerk: HEB / Central Market, Austin, TX
Summer 1993
Managed produced area for Central Market food store in Austin. Provided samples. Looked out for spiders.

Awards

Silver: International DMA Arc Award
"WAVE" Campaign / Carnival Cruise Lines
2015

Bronze Pin: The Show
I Make It Happen Website / MN Office of Higher
2008