



Award-winning idea generation matched with ground-level reliability. From blue chip clients to small start-ups, I am your ace in the hole for all creative and marketing needs. I provide open ears, deep strategy, off-the-rack thinking and design to bring your audience closer to both you and your products.

Data-driven campaigns that connect customers to powerful brand experiences, across the spectrum of touchpoints, are my sweet spot.

But beyond that (big breath...): E-commerce + Retail and experiential-space design + Loyalty program and creative communications + Brand development, voice, and image evolution + Promotion strategy, conception-to-design implementation + Traditional advertising + Photoshoots + Strategic Planning + Social marketing campaigns + Trend education + New business pitches + Team management and talent development + Talent hiring and recruiting + Resource forecasting planning and allocation management + Project estimating, client management and account responsibilities + Establishment and lasting supportive relationships with C-suite to senior-level clients + Coffee pot cleaner and dishwasher-unloader.

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

Ongoing

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

Clients – Marriott International, Starwood Preferred Guest, Chemours, Ginger Consulting, Itasca Leathersgoods, Berger Financial Group, – and a variety of smaller local businesses.

Digital Creative Director: Deluxe Corporation

Current

Transforming the digital arm of internal creative group to better service the customer through the sales funnel; from participation in the highly emotional reality show through to the (re)building of an ecommerce platform that will align, for the first time in its 100+ year existence, all of Deluxe's products and services. This includes steering the creation of digital marketing campaigns that drive the customer along the journey.

Group Creative Lead: 3e The Life Time Agency / Life Time Fitness

February 2016 - 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 evolving the Life Time brand and presenting the numerous companies within to new audiences utilizing channels such as print, digital, and social media. 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 strategies, their creation and production, and their success through the management 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, company culture, recruiting objectives and communications. Projects included digital, 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.

Cont...

**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, McDonalds, 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 retail 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

Intern: FAME RETAIL / Minneapolis, MN

Summer 2000

Academics**Adjunct Professor: Bethel University / St. Paul, Minnesota**

Spring 2010

Instructed design and art courses. I 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. I provided and maintained internship related relationships with employers.

Cont...

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

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

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

Awards

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

Bronze: The Show
I Make It Happen Website / M.N Office of Higher 2008

References? Yep.. just ask.