



## EXPERIENCE

### **Voy Media, Remote** — *Creative Director | 2021 - Present*

Oversaw the creative production and strategy for a digital ad and branding agency that produced creative output for campaigns across Facebook, Instagram, TikTok, Google, Youtube and Snapchat.

- Built and led a team of 7 Art Directors, Video Editors, and Designers to create compelling content for over 25 clients, increasing the retention rate by 80% through process improvements and fostering a collaborative team environment using Agile methodologies.
- Implemented and executed conversion and awareness campaigns for both individual brands and ecommerce products across multiple social media platforms, including TikTok, YouTube, GDN, and Meta, driving significant engagement and sales.
- Launched highly successful conversion and awareness campaigns for individual brands and ecommerce products resulting in over \$5 million in sales during the most recent Black Friday/Cyber Monday weekend.
- Developed workflows and process metrics that optimized the creative process, boosting the creative output by 20% in the first year.
- Integrated AI Tools such as ChatGPT and Metricool's AI platform to enhance the team's productivity and efficiency.

### **Colorado Film School, Denver** — *Adjunct Professor | 2019 - Present*

Taught post-production classes to sophomore and freshman students to provide them with a strong foundation in film school education.

- Delivered engaging lectures and hands-on instruction to a class size of 10-15 students in Introduction to Video Editing and Production Basics.
- Provided individualized mentorship to students outside of class, fostering the skills of future editors while emphasizing the importance of collaboration between editors, producers, and directors.
- Implemented new teaching strategies and updated course materials to keep pace with industry advancements and emerging trends in post-production, ensuring that students were equipped with the latest tools and techniques to succeed in their careers.

### **Hear.com, Denver** — *Art Director | 2019 - 2021*

Built and designed the U.S. video product for the digital marketing and customer journey of Hear.com, a multinational corporation originally started in Germany that sold hearing aids.

- Defined a video style for the North American creative for digital marketing focused on Facebook, Instagram, and Youtube, resulting in an increase of social media engagement and product sales.
- Increased social channel metrics such as unique visitors, daily views, and click through rates by collaborating with the Global Director of Paid Social Media to create a cohesive paid social media strategy.
- Created and tested campaign landing pages for various products with embedded video assets and A/B testing, resulting in a 25% increase in customer acquisition through tools like Microsoft Clarity and HotJar.

### **Motive AI, Denver** — *Creative Director | 2017- 2019 (Company Closed)*

Built and led a creative team of 8 editors and graphic artists in a digital political agency, developing the digital creative strategy for various campaigns on Facebook, Youtube, Twitter and Instagram

- Oversaw branding development for dozens of different digital communities for political persuasion projects.
- Shepherded projects through creative development from inception to client approvals.
- Directed video shoots for clients and internal projects, using freelance and in-house production teams.
- Developed workflow systems and production protocols to drive the entire company's creative production.
- Directed the video content strategy for a \$5 million campaign on digital media platforms creating nearly 500 videos in 4 months.

## Outdoor Sportsman Group, New York City — *Senior Producer | 2013-2017*

Acted as a senior editor and producer for three sportsman based television networks promotions department, working on high level shows and company sizzle reels.

- Wrote, produced and edited daily promotions and network image spots for three television networks.
- Coordinated with graphic artists and sound engineers to finish and deliver promos on quick turnaround.
- Produced upfronts and EPK spots to be used in marketing and advertiser-facing presentations.

## NBC Universal, Los Angeles — *Video Editor/Graphic Artist | 2010-2013*

Worked in NBC's MAGIC room as an editor and graphic artist, working on special launch campaign videos and daily graphics needs as they arose, being flexible to changing priorities and adapting to what was needed each day.

- Edited the primary creative for NBC's Grimm's launch campaign, working with several VP level directors to complete the original creative.
- Worked on the 2010 The More You Know campaign, coordinating with several departments and eventually the White House to finish creative.
- Collaborated to finish the 2011 Upfront for NBC's fall primetime lineup.

## EDUCATION

### Azusa Pacific University, Los Angeles — *Bachelors in Communications | 2009*