

PROFESSIONAL PHILOSOPHY

New ideas demand on curiosity, bravery, and generosity. Communication with audience requires the ability to see through multiple perspectives. The best creative work delivers all of the above.

SKILLS

Team Leadership

Creative Direction

Marketing Strategy

User Experience

CRO & SEO

Audio/Video Production

EXPERIENCE

Director of Business Development

OP Media, Inc., Farmington, Utah, Sep 2024 - Current

- Develop brand guidelines, style guide and data room to support sales, marketing and investor relations
- Oversee development and execution of targeted sales strategies and video content to penetrate new markets
- Collaborate with product development teams to ensure offerings meet market needs and customer expectations
- Analyze sales data and market feedback to refine sales strategies and improve product positioning

Creative Director

Empirical Development, Grand Junction, Colorado, Jan 2019 - Current

- Product develop several apps for project management and invoicing
- Build dozens of websites for small businesses
- Develop and optimize websites for UX and search on all major web platforms including Wordpress, Shopify, custom code, and builders
- Perform sales, operations, client success management, and accounting for Empirical Development
- Troubleshoot strategic issues with marketing funnels, user experience or conversion rate errors

Senior Creative Project Manager

Ignite Visibility, San Diego, California, Jan 2021 - Sep 2024

- Support up to 18 simultaneous clients to design / develop websites, update pages, and create assets for paid media, VR, print and more
- Manage team of over 40 contractors, oversee budgets, and improve workflow with multiple project management software technologies
- Quarterback creative strategy meetings to help mid-enterprise level clients achieve best practices based on UX, CRO, or other creative observations
- Grow department year-over-year revenue by 60% at 5 star SEO agency
- Help Creative department surpass one million dollars revenue in fiscal year