**Creative Director with 25+ years of experience leading brand transformation through design-led strategy, storytelling, and cross-functional alignment.** I specialize in turning complex brand narratives into compelling, performance-driven experiences across energy, tech, and B2B sectors. As the creator of The ICON MethodTM—a proprietary brand transformation framework—I help organizations own their voice, craft consistent messaging, and scale with impact. I bring a rare blend of high-level creative vision and executive strategic thinking to every project, ensuring brands not only stand out but drive measurable results.

**EXPERIENCE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[**ConocoPhillips**](https://www.conocophillips.com/), Houston, TX **Oct 2022 – Present**

*Founded in 2002, is a leading independent oil and gas exploration and production company based in Houston, Texas.   
With approximately 9,900 employees worldwide, it operates globally to deliver energy safely and sustainably.*

**Senior Graphic Designer** (Onsite – Present)

As a Sr. Graphic Designer, I bring brands to life through strategic, story-driven design that connects with real people. I collaborate closely with teams across the company to craft clear, consistent messaging that supports business goals. I balance creativity with efficiency—managing multiple projects, refining processes, and making smart use of resources to boost impact and engagement. I’m passionate about building brands people trust and remember.

* Developed integrated multichannel marketing campaigns and B2B marketing materials, including brochures and digital content, ensuring brand messaging consistency and boosting online visibility by 17% across accounts. This involved comprehensive Campaign Development, aligning with overall business objectives, leveraging CRM and website management best practices.
* Collaborate with corporate communications, investor relations, and business development to create targeted campaigns, providing user support and system trainings, improving brand consistency by 20% and message retention by 15%, based on feedback from Google Analytics and Google Tag Manager.
* Managed an average of 15+ projects concurrently, consistently meeting deadlines while maintaining high design quality. This resulted in a 20% increase in campaign engagement and a 30% reduction in revision cycles, demonstrating effective Performance Measurement and key Metrics tracking.
* Streamlined vendor partnerships and refined print and digital ad strategies, resulting in $100K in marketing budget savings. This demonstrates effective Resource Management and budget allocation.

**[Phillips66](https://www.phillips66.com/)**, Houston, TX **Jul 2020 – Oct 2022**

*Founded in 2012,* ***Phillips 66*** *is a diversified energy company based in Houston, Texas. With about 14,000 employees, it operates in refining, chemicals, logistics, and marketing. The company is committed to delivering energy safely, responsibly, and sustainably while supporting innovation and communities.*

**Senior Graphic Designer** (On-site; left to join ConocoPhillips)

In my role as a Sr. Graphic Designer at Phillips 66, I turned complex ideas into clear, engaging visuals that connected with our audience. I led a small creative team, helped launch B2B campaigns, and played a key part in designing high-impact reports. By combining strategy with design, I improved workflows and helped strengthen the brand across all channels.

* Created award-winning Human Capital Management and Sustainability Reports, using data-driven insights to make content more engaging—leading to a 14% boost in audience interaction.
* Planned and executed B2B marketing campaigns across digital and print channels, leveraging CRM tools to optimize performance and maximize reach, resulting in increased customer engagement and lead generation.
* Led a team of five creatives, using agile market research and customer research strategies to streamline campaign execution and advertising, optimizing business process. Increased process efficiency by 25% and improved team productivity by 30% across all channels.

[**SLB**](https://www.slb.com/), Houston, TX **Feb 2013 – Apr 2020**

*Founded in 1926,* ***SLB*** *is a global energy technology company with about 99,000 employees in over 120 countries. It helps deliver oil and gas through advanced services and tools, with a focus on innovation, efficiency, and cleaner energy solutions.*

**Art Director** (Full-time on-site; Companywide layoffs)

As an Art Director, I simplified and reimagined the company’s digital presence, leading to higher traffic and increased revenue. I guided a team through a full brand refresh and launched award-winning campaigns that expanded our reach and made the brand more recognizable and engaging.

* Reduced website assets from 18,000 to 5,000, improving navigation and user experience. This involved creating effective content marketing and led to a rise in monthly visitors from 200,000 to 350,000, generating an additional $4M in annual revenue and a significant increase in ROI.
* Directed 13 award-winning design campaigns, expanding brand reach across product lines.
* Refreshed the company’s digital branding and corporate identity, leading a team of six creatives to boost online engagement   
  by 40% and strengthen brand recognition by 23%.

**Marketing Consultant** (Freelance) **Feb 2017 – Present**

Offer marketing consulting services to small and medium businesses. Provided a broad range of marketing solutions, including branding (new and refresh), logo design, web development, content strategy, PPT presentations, sales enablement materials, marketing collateral, social media ad campaigns and social media management (Facebook, Twitter/X, LinkedIn and Google).   
**Industries included** document control services (B2B), beauty (B2C retail), environmental services (B2B), and construction (B2C).

Created and implemented **The ICON Method®** (Identity, Communication, Optimization, Navigation), a proprietary brand transformation system used to guide strategic creative execution, align messaging with business goals, and scale digital operations for growth-focused brands.

**EDUCATION, CERTIFICATIONS & STRENGTHS** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Master of Science in Marketing, Digital Marketing Specialization**

Western Governors University, (Houston, TX)

**Bachelor of Science in Business Administration/Marketing**

Western Governors University, (Houston, TX)

**Associate of Applied Science in Graphic Design**

Art Institute (Houston, TX)

**Certifications**: Google Marketing Analytics & Measurements, Digital Marketing & E-Commerce, Email Marketing | HubSpot Marketing Hub Software, Inbound Marketing, AI Mirco-Internship Program | WGU Digital Marketing, Leadership, Strategic Thinking & Innovation, Business Essentials. Full-stack MERN front-end designer

**Clifton** [**StrengthsFinder 2.0**](http://www.strengthsfinder.com) **Assessment identified the following as my TOP 5 Strengths:**

|  |  |
| --- | --- |
| **Individualization** | Intrigued by the unique qualities of each person and have a gift for figuring out how different individuals can work together productively. |
| **Analytical** | Analyzes reasons and causes, considering all factors that might impact a situation. |
| **Maximizer** | Emphasizes strengths to enhance personal and group excellence, transforming strong qualities into exceptional outcomes. |
| **Learner** | Driven by a deep desire to learn and continuously improve, finding excitement in the learning process rather than just the outcome. |
| **Ideation** | Fascinated by ideas and can find connections between seemingly disparate phenomena. |

**ORGANIZATIONS & LEADERSHIP** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**American Marketing Association (AMA)** –Member – Present

**American Institute of Graphic Arts (AIGA)** – Operations Director – Incoming, July 2025.  
Former: Education & Mentorship Co-Director | Jan 2020 – Nov 2021

**MARTECH STACK** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

› AI: ChatGPT › CMS: WordPress, CRM: Linkedin Sales Navigator, HubSpot › Email Marketing: Constant Contact, ConvertKit, Mailchimp, SendGrid › Graphic Design: Adobe Creative Cloud › Marketing Automation: HubSpot, Pardot (Salesforce Marketing Cloud), › Project Management: Asana, Monday, Workfront, Click Up › SEO Tools: Ahrefs, Google Ads, Moz, Screaming Frog, SEMrush, Yoast SEO › Social Media Management: Hootsuite › Web Analytics: Google Analytics › HTML/CSS/Javascript (MERN Stack)