

EXPERIENCE

World Finance 2021 - present

Director, Brand Experience & Engagement

World Finance is headquartered in Greenville, SC and has branches in 16 states. The main products are fixed-rate installment loans and tax services. The primary goal of the company is to help people gain access to credit – enabling them to achieve their long-term financial goals

- » Leading the brand team in concept and execution of growth marketing efforts that have produced a more cost efficient, iterative approach to developing print and digital campaigns. The result is a data-driven, experimental creative process that focuses on timely delivery to customers – meeting them where they are to improve their credit standing.
- » Built and continue to develop a small internal team of strategically minded designers, writers, and brand marketers – production efforts are outsourced or automated. This focus on team member contribution has resulted in a vibrant internal culture that thrives on idea generation and adaptability.
- » Worked with executive leadership to head the creation, execution, and company-wide launch of a new set of mission and values – the first in 40 years. This helped jump-start a holistic brand strategy that is more focused on the individuals rather than the bottom line.
- » Created a system of brand governance focused on shared ownership. This was executed via a comprehensive set of standards that has guided the creation of a central digital asset management system, extensive template libraries accessible to 3000+ team members, in-branch guidelines and more autonomy with brand asset usage due to training on the value of brand consistency.

Anderson University 2017 - 2021

Instructor of Graphic Design

Anderson University is a private institution located in Anderson, SC. They have a rigorous art and design program, and consistently produce some of the most sought after talent in the region.

- » One of three full-time faculty charged with writing and developing a nationally accredited BFA program for graphic design in an award-winning department.
- » Lead the creation and development of departmental marketing materials. This responsibility included the creation of a focused recruitment marketing strategy, and the development of a new set of brand standards specific to the Art and Design department. Physical production included the design of print collateral, promotional marketing collateral, website, and social media presence.

EXPERIENCE

- » Developed the digital design and print production sequence of courses for students inside the graphic design concentration. Topics include the fundamentals of UX design, web tools (HTML, CSS), responsive web design, mobile application design, file setup for commercial printers, color matching systems and digital advertising.

The Iron Yard 2015 - 2017

Creative Director & Brand Craftsman

The Iron Yard was an education provider that was committed to teaching the highest-quality technology professionals in the world, both in skill and in character. The headquarters was in Greenville, SC, and the core offering was a 12-week immersive web development course. Participating students ranged in age from 18-65 and the majority of them had the goal of changing their career once the course was over.

- » Developed and maintained the brand standards for The Iron Yard as it grew from five campuses in the southeast to, at it's largest, 22 campuses nationally.
- » Helped create a market-focused national advertising campaign that encompassed digital, print, and out-of-home media. This included managing a work flow that produced over 2,000 digital and print ads over the course of two years, and garnered a reputation for creative work that was consistent and memorable in the industry.
- » Developed internal and external signage for all brick and mortar campuses. Created wayfinding elements, environmental displays, and standardized the in-person experience for the brand.
- » Integral in helping design, develop, and manage two major brand websites over the course of two and a half years. Part of this effort was creating a web application that streamlined the creation of paid media landing pages. This enabled any person on the marketing team to spin up new marketing campaigns in less than a day.
- » Managed a team of full and part-time graphic designers. In addition to the marketing and advertising efforts, major responsibilities included ensuring the student experience was exceptional from application to graduation.

Brains on Fire 2012 - 2015

Digital Lead / Sr. Creative

Brains on Fire is a small branding and design studio in Greenville, SC. Their primary business focus is the creation of commiunity-led movements for brands using identity design, social media, advertising, and events as the catalyst for launching them. Their roster includes a variety of clients both commercial and non-profit, as well as an even mix of local and national brands.

- » Creative lead for VisitGreenvilleSC. The Southeastern tourism Society awarded VisitGreenvilleSC the 2013 "Shining Example" Award for Best Marketing Campaign for "Yeah, THAT Greenville." In the first year, tourism inquiries went up 300%, membership to VisitGreenvilleSC was up 124% and the online social engagement went up 378%.

- » Creative lead for the redesign of the National Center for Family Literacy's (NCFL) website. After extensive user analysis and competitive research we recreated and rebranded the NCFL website to become something that parents and teachers can use as a resource to help kids discover the joys of learning.

Brands supported:

Environmental Defense Fund (EDF), Liquid Wrench, Intuit Turbo Tax, Fifth Arrow Charter Schools, The National Center for Families Learning (NCFL), VisitGreenvilleSC, Bon Secours St. Francis Health System, and BMW.

TTI / Torque Creative
2004 - 2012

Interactive Creative Director

Torque Creative is located in Anderson, SC, and is the internal creative agency for Tectronic Industries (TTI). TTI is a global manufacturer that owns and markets numerous brands within the home improvement industry. Torque creates and manages all of the advertising, retail display, websites, digital media, photo and video production, and identity design for all of TTI's business units.

- » Established and managed the web department for Torque Creative. In five years the department grew from one to ten employees - with the responsibility of creating and maintaining over 60 websites.
- » Conceptualized, planned, and art directed the photography, design and development of the website for one of the world's largest power tool brands. Ryobitools.com garnered over 6,000 visitors a day, and was the flagship site to all other worldwide Ryobi brand partners.
- » Creative lead to the launch of stokgrills.com, a national outdoor grill brand. Within the first four months Stok organically accumulated 105,896 Unique Visits to the website, 18,953 Facebook Fans, 13,955 Buy Now clicks, and 10,000 email registrations.
- » Worked successfully with executive level marketing professionals to develop the product launch campaign for Ryobi Power Tools Lithium-Ion products. Awarded The Home Depot "Vendor of the Year" award.

Brands supported:

Hoover, Ryobi, Milwaukee, RIDGID, Homelite, Stok, Dirt Devil, Craftsman, Sears, and The Home Depot.

EDUCATION

Vermont College
of Fine Arts

MFA in Graphic Design
Graduated 2020

Florida State
University

BS Studio Art / Graphic Design
Graduated 2003

RECOGNITION

Awards

GDUSA American Graphic Design Award

» *Nationally renowned award for excellence in graphic design.*

» *One of 1000 winners from roughly 10,000 entries.*

Gold WOMMY Engagement award (Word of Mouth Marketing Association)

» *The top awards for the Word of Mouth marketing industry.*

» *Awarded for design as well as effectiveness of social and traditional advertising.*

» *International competition—other recipients included Mercedes-Benz, Kleenex, and Skype.*

Featured on Under Consideration

» *Nationally renowned design blog.*

» *Featured piece was a mixed media event invitation for VisitGreenvilleSC.*

Southeastern Tourism Society award

» *One of tourism's highest honors for the VisitGreenvilleSC campaign "Yeah, That Greenville".*

AAF American Advertising awards

» *Multiple awards for various print and digital campaigns while at Torque Creative.*

Speaking & Presentations

Converge SE design & web conference, *speaker*, 2016

Anderson University, *speaker*, AIGA event, 2016

Makers Summit conference, *1-on-1 brand coach*, 2015-2016

Greenville Technical College, *guest lecturer*, 2016-2017

University of Southern Mississippi, *guest lecturer*, 2013