



EXPERIENCE

HDMZ – Vice President, Client Services & Digital Strategy

October 2016 to Present / San Francisco, CA

- Branding & brand platform development
- Creative development strategy
- Large/Enterprise website planning/strategy
- Digital development and tactical execution strategy
- Customer and executive interviews
- Customer insight development
- Account planning & management
- New business development
- Client service team coaching, management, & reviews

HDMZ – Director, Client Services & Digital Strategy

July 2015 to October 2016 / San Francisco, CA

- Ensure client expectations are exceeded
- Strong written and oral communication skills
- Account Executive mentoring, performance evaluations, training, and coaching
- Facilitate strategic planning sessions with clients
- New business proposals and pitches
- Client meetings and presentations

HDMZ - Director, Digital Solutions

October 2001 to June 2015 / Chicago, IL & San Francisco, CA

- Manage agency digital strategy and initiatives
- Strong written and oral communication skills
- Client meetings and presentations
- Enterprise web & mobile solutions
- Interface and usability design direction

DaVinci Software - Creative Director

October 2000 to October 2001 / Chicago, IL

- Fostered climate of creativity and growth for new visual design group
- Focus on software interface design
- Client presentations
- Assured good connection between design and business goals
- Created visual design group process
- Designer mentoring and performance reviews

TribalDDB - Interactive Art Director

August 1999 to October 2000 / Chicago, IL

- Website interface design
- Rich Media & Banner design
- Managed and mentored designers
- Bridge between tech and creative



Arends - Art Director

April 1997 to August 1999 / Oakbrook, IL

- Web and Print design
- Tradeshow graphics
- Markers and pencils for conceptual phase
- Managed vendor relationships

Mayfair Games - Art Director

January 1995 to January 1997 / Niles, IL

- Product package and component design
- Production and pre-press
- Press checks
- Hiring of contract artists and illustrators

SPECIALTIES

Account management, Digital marketing tactics and strategy, Brand design and corporate identity, GUI design, Graphic design, Functionality design, Usability, Digital development process and best practices, Project management, CMS platforms

EDUCATION

The School of the Art Institute of Chicago

1997 - 1998 Continuing Education - Multi-Media 1 & 2

1992 - 1993 Art & Technology

Millikin University

1992 Bachelor of Arts / Psychology