



2020 - PRESENT

CREATIVE DIRECTOR, SUNCOURT INC.

Responsible for creative direction of company's marketing efforts. Manage the creation and maintenance of marketing collateral and brand messaging through a variety of channels to strengthen the Suncourt brand locally, nationally, and internationally.

- Serve as the company's creative lead to conceptualize, plan, and execute marketing materials, retail packaging, social media, trade shows, etc.
- Played an integral role in company re-brand shortly after being hired, establishing a new visual brand direction and messaging.
- Manage print projects, corresponding with printers, monitoring quality, and keeping projects on schedule that will ship to retail locations.
- Copy-writing: company press releases, blog posts, product descriptions as well as collaboration with Sales and Marketing Manager to develop scripts for product videos.
- Management of company website.
- Work to create more web visibility through SEO by focusing website meta data and creating industry specific content such as blogs on a regular basis.
- Manage and grow social media presence.
- Provide marketing support to the company's national and international retailers such as Lowe's, The Home Depot, Home Hardware, Princess Auto, etc.
- Act as a customer service liaison through web inquiries, social media direct messages and occasionally by phone, requiring an in-depth technical knowledge of products and troubleshooting.
- Evaluation of product videos for required edits to achieve the most brand appropriate and effective messaging.
- Trade show coordination, set up and operation.
- Developed and created detailed assembly and pack out manuals for company production lines.

2008 - 2020

MARKETING / ART DIRECTOR, BOSS MANUFACTURING COMPANY

Responsible for art direction of company's marketing efforts. Managed aspects of development including brand management, design planning, art direction, editorial, social media strategy, trade show, email marketing, website and advertising.

- Served as marketing and art director for the company's consumer and industrial product lines (Boss Gloves and CAT® Gloves & Safety)
- Served as a member of the creative/advisory team during the re-branding process of the company in 2014.
- Maintain brand standards and message for both Boss and CAT
- Coordinate and execute product and lifestyle photography
- Create and coordinate production of printed materials, packaging, point of purchase displays, catalogs, advertising, trade show booth property, etc.
- Write and edit copy for product and advertising
- Manage e-mail marketing campaigns
- Plan and execute social media strategy
- Supervise in-house graphic designer
- Act as a customer liaison through our social media platforms

2005 - 2008

GRAPHIC DESIGN & PUBLICATION SPECIALIST, BOMAG AMERICAS INC.

Responsible for design of company's print, promotional and trade show material along with co-management/coordination of national trade shows.

- Served as trade show co-manager, managing show booth set up, operation and tear down
- Corresponded with trade show venue operations
- Created and maintained print media and trade show display property designs
- Created awards and promotional items, such as jackets, t-shirts, hats, etc.
- Introduced conceptual ideas for up and coming campaigns and promotions alongside of my counterparts in marketing

2004 - 2005

ENGINEERING - PARTS CATALOG SPECIALIST, BOMAG AMERICAS INC.

Responsible for creation and maintenance of replacement parts manuals for road construction equipment.

- Created and maintained 3D technical illustrations utilizing IsoDraw software and Solidworks models
- Collaborated with design engineers to produce parts manuals for a wide variety of compaction, recycling and paving equipment
- Created and maintained bills of materials in SAP
- Corresponded with vendors so that the most up to date information and availability of parts could be provided
- Corresponded with counterparts in Germany to find solutions to issues or problems



Software

Photoshop SAP
Illustrator Wordpress
Indesign Microsoft Excel
Premier Microsoft Word
After Effects Microsoft Powerpoint

Professional Skills

Photography Social media management
Copy writing E-mail marketing
Basic HTML Trade show operation
Video editing & Production