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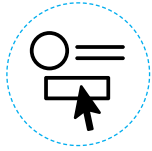


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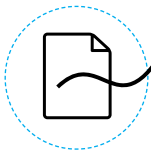
QUICK LOOK



Digital Marketing



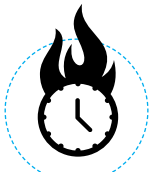
Graphic Design



Results Focused



Constant Collaborator



Deadline Oriented



Performs Well Under Pressure

EDUCATION

San Diego State University
Bachelor of Art
Emphasis in Graphic Design

The Book Shop School for Ads
Creative Direction

Art Center College of Design
Film
Web Design
Bookmaking
Fine Art

SKILLS

Product Marketing	Adobe Suite
Brand Strategy	Office Suite
Content Dev	HTML/CMYK
SEO	SaaS
UI/UX	B2B

EXPERIENCE

01 04/2023-Present
PRODUCT MARKETING & CREATIVE | iamthedarbabe, CA

Marketing and design lead for campaigns related to product strategy, investor strategy, product development, social media management and website content/branding. Concept and build marketing materials, presentations, and digital content. Conduct market research to inform content strategy and build competitive databases.

02 02/2020-9/2021
SENIOR MARKETING MANAGER | Ambry Genetics, CA

Develop and lead creation of marketing collateral, presentations, and materials for product launches, existing product promotions, and corporate communications. Collaborate and coordinate across teams to ensure materials are aligned with global positioning, brand messaging and campaign strategy. Experience managing creative teams and developing marketing process guidelines. Responsible for marketing technology strategy and organization of creative assets.

03 01/2016 - 2/2020
CREATIVE DIRECTOR | iamthedarbabe, CA

Provide marketing strategy, content development, design, and project management for advertising agencies. Communicate with clients and brand managers to ensure campaign goals were met, on brand, on time and within budget.

Clients: Allergan, J&J, John Deere, Lubriderm, Huggies, State Farm, Quaker Oats, Whole Foods, Mott's, Ternio, ShipChain, Kyprolis, LoanDepot. Agencies: Pacific Communications, Precision Effect, Meredith Corporation

04 8/2005 - 1/2016
ASSOCIATE CREATIVE DIRECTOR | MXM, Culver City, CA

Develop print advertising, online campaigns, email marketing, photo shoots, style guides, and social media for Fortune 500 clients. Guide development of assigned teams to complete projects to client specifications, brand strategy and workflow deadlines. Manage external resources including photographers, producers, animators and talent.

Clients: Acura, Gerber, Walmart, CVS, VW, Suzuki, ACLU, NEA, MetLife, DEX, Allergan, Jenny Craig, Atkins, Chrysler, Hyundai, Kia, TGI Fridays, Chuck E. Cheese's

05 3/2002 - 7/2005
SENIOR ART DIRECTOR | Grey Group, Glendale, CA

Execute results driven, direct response advertising.

06 10/2000 - 11/2001
ART DIRECTOR | Team One Advertising, El Segundo, CA

Art direct Lexus site, manage updates, and create advertising media resulting in increased engagement and sales.

07 3/1999 - 10/2000
ART DIRECTOR | TBWA\Chiat\Day, Playa del Rey, CA

Advertising, digital media, illustration and website marketing for Apple, Infiniti and Taco Bell.

“Curiosity about life in all its aspects, I think, is still the secret of great creative people.” —Leo Burnett

