

A creative. Solving problems while avoiding stagnant thinking and always holding solutions to the highest standards.

Challenging the mediocrity mindset day by day™.

I was literally born into advertising, my mother was a media buyer and part-time copywriter. From the time I was 12 I began to spend my free-time in the creative department learning all I could from anyone and everyone. Having spent my youth learning design thinking, in college I focused on the business side learning about management, marketing, finance, quantitative business analysis, etc. In my 20 year career, in both agency and client side roles, I have a proven track record of building and leading world-class teams that find unique insights to influence consumers, drive revenue and meet business goals through a focus on design and human-centric strategy.

📍 Work

- Present • **Director of Brand Experience**
Old National - Evansville, IN
Specifically, this role is responsible to design, develop and oversee the delivery of a world class brand experience across customer engagement channels through the development of innovative tools, processes and platforms. Also, manage key stakeholder relationships to drive customer centric design thinking into the organizational DNA, bringing meaningful customer insights and ideas to the table. Lead teams focused on Digital Engagement, Digital Experience, Brand Awareness and Digital Acquisition.
- July 2014 - Dec 2017 • **Creative Director / Brand Manager**
Leading in-house creative department for \$20 billion bank holding corporation founded in 1834 with locations throughout Indiana, Kentucky, Michigan, Minnesota and Wisconsin. Assisted in development of brand, digital marketing and content strategies across multiple Old National brands, including the development of award winning brand television campaigns and total redesign of OldNational.com, which receives over 4 million visitors a month. Partnered with various departments and vendors to introduce new online & mobile banking platform, conversion and integration of five bank acquisitions, in addition to introducing a new banking center model focused on client experience.
- May 2005 - July 2014 • **Creative Director**
Zero Echo Media - Evansville, IN
Managed, directed, and consulted with leisure lifestyle brands and other ad agencies across the country to create strategic marketing solutions based on the interests, attitudes and opinions of consumers.. Work included creative strategy, concept, visual design and brand development for television, web and print. Created Leisure Lifestyle Marketing blog that shared insights across our partner industries: travel, relaxation, dining and shopping.

Clients: Leisure Distributors (Big Green Egg and Jacuzzi), Ashley Furniture, Shannon Aleksandr's Salon and Spa, Heaven Hill Distilleries, Windjammer Sailing Adventures, Bailey's Cigarettes, Ellis Park Racing, Harrah's Casino, House of Bluez, Donut Bank, Tin Man Brewing Company, Leisure Lifestyle TV, United Caring Services
- Birth - May 2005 • **Designer, Audio Engineer, Digital Media Producer, Production Coordinator**
Keller Crescent, Media Mix Communications, Evansville Cable - Evansville, IN
Having been born into advertising, I took a paid position in 2000 at Media Mix to produce radio ads and develop websites. At the end I was also shooting and editing television commercials, which lead to Evansville Cable, where I lead the production department for cable sales group throughout six Southwest Indiana counties. Maintained relationships with various agencies, creative directors and clients in the creation of television commercials and long form television programming. Introduced expanded capabilities of web and graphic design as company looked to diversify business model.

Education

Aug 1995 | **University of Evansville**
May 1999 | Bachelor of Science - Business Administration

Praise

- Emmy Awards**
4 awards
2017 Ohio Valley Emmy Award - Old National - "Our Values in Action"
- Midas Awards**
2017 Silver Ingot - Old National - "Write Your Story" Television Campaign
- ABA Marketing Awards**
4 awards
2016 Best of Show, Marketer's Choice, Best in Asset Size - Old National - "Through the Years" TV Commercial
- ADDY Awards**
34 awards
2017 Judges Choice, Gold - Old National - "Our Values in Action"
2016 Judges Choice, Gold, Regional Silver - Old National - "Write Your Story"
- Telly Awards**
8 awards
2016 Silver - Old National - "Pass It On"
- Progress Sitefinity**
2016 Website of the Year - Old National - "OldNational.com"

Organizations

- Jun 2013 | **American Advertising Federation - Greater Evansville**
Present | **President - ADDYs Chair - NSAC Judge - Silver Medal Chair - AAF Central Region Conference Co-Chair**
AAF-Greater Evansville provides unique opportunities for members to share ideas, engage with experts and give back to the community.
- Feb 2016 | **Ivy Tech of Southwestern Indiana Visual Communications**
Present | **Visual Communications Advisory Committee**
Ivy Tech Community College is required to report on its programs to the Commission for Higher Education. The Advisory Committee is made up of working professionals that help guide what the program needs to be including in it's curriculum to keep students on track for employment.
- Jan 2012 | **Evansville Design Group**
Jan 2018 | **President - Vice President - Education Chair - Founding Member**
The Evansville Design Group was formed to promote education, networking, and enrichment within and among the local design community. Through round table discussions, studio tours and presentations, guest lectures, and community involvement, the group and its members are committed to promoting design excellence amongst themselves and in the community at-large.
- Jan 2012 | **United Caring Services**
Apr 2015 | **Marketing Chair**
United Caring Services is a homeless shelter and services agency — that provides people in need access to crisis stabilization services through six life-saving programs: a day shelter for men, women, and children, emergency temporary shelters for single men and women, additional "white/red flag" emergency shelter during inclement weather, an innovative homeless medical respite for men and women, and 21 low income studio apartments.

Skills

B2B & B2C Marketing Strategy - Experience Design - Brand Strategy & Development - Creative Direction - Team Leadership & Development - Content Strategy - Social Media Strategy - Marketing Automation - Data Segmentation - Persona Development - Journey Mapping - Lead Generation - Video Production - UX/UI - Graphic Design - Media Buying - Customer Engagement