

A creative. Solving problems while avoiding stagnant thinking and always holding solutions to the highest standards. *Challenging the mediocrity mindset day by day™*

📍 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.
- July 2014 **Creative Director / Brand Manager**
 Dec 2017
 Leading in-house creative department for \$17 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 **Creative Director**
 July 2014
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
- Feb 2002 **Production Coordinator**
 May 2005
Evansville Cable Advertising - Evansville, IN
 Led 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.
- Birth **Designer, Audio Engineer, Digital Media Producer**
 Jan 2002
Keller Crescent and Media Mix Communications - Evansville, IN
 I was literally born into advertising with a mother who was a media buyer and part-time copywriter at both Keller Crescent and Media Mix Communications. 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. 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.

🏆 Praise

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