

## QUALIFICATIONS

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Passionate creative leader with a demonstrated history of working in design and marketing as well as a record of excellence driving change, improving processes, and business performance. Other attributes include a self-starter attitude with a love for the latest technology and trends in design that enhance my skills as a designer and marketing professional.

## EXPERIENCE

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### **Fidelity Investments, Covington, KY • 7/2015 to present**

#### **Vice President, RFP Database & Creative Services (06/2021 – Present)**

- Lead the RFP Database team that is responsible for managing and creating engaging content to populate all WI Sales RFPs.
- Innovate for WI Sales and Relationship Management teams to deliver engaging prospect and client materials to support the selling and retention of WI clients and prospects
- Partner with Sales Operations teams to ensure the Creative Team and RFP Database Team are delivering content that is fresh, creative, and helps Fidelity stand apart from the competition
- Inspires change to the process, tools, and materials to ensure that Fidelity is viewed as the leading benefits provider.

#### **Vice President, WI Sales Team Lead, Proposal & Creative Services (01/2020 – 06/2021)**

- Led a team that develops premier materials for sales, retention, and relationship management.
- Collaborated with Squads and CoE leaders to find synergies and innovative ways to tell the Fidelity story digitally.
- Partnered with the Proposal Director to actively address and resolve resources and workflow issues. Also, for the quality and timeliness of the team's product outputs ensuring team members meet specific client requirements and broader needs.

#### **Director, SRS Creative Services (4/2016 – 1/2020)**

- Led a team of graphic designers who support custom RFP and presentation materials for sales teams. We are continually looking for ways to innovate, design, and implement an innovative experience for our clients and business partners.
- Built a high-performing design team to drive a highly engaging, meaningful experience for our strategic and top tier clients and prospects.
- Delivered key content design for our sales teams; led a team to create compelling and meaningful stories through a highly creative, highly custom presentation experience.
- Managed the end-to-end sales meeting experience in support of business goals and objectives.

#### **Senior Creative Consultant, Rebids (7/2015 – 4/2016)**

- Partnered with the deal teams during the Rebid Sales process to identify business needs, interprets those needs into a creative strategy and executes agreed upon deliverables for sales presentations.
- Created custom presentations, proposal and presentation covers, brochures, and other collateral to support Rebid Sales process.
- Collaborated with Sales and the Relationship Management organization to manage the presentation process and lead slide design as well as the various iterations of the presentation decks.

### **Spectrum Brands, Cincinnati, OH • Senior Graphic Designer – 6/2011 to 6/2015**

*[Brands worked on: FURminator®, Dingo®, Nature's Miracle® and Littermaid®]*

- Managed the global design for United Pet Group's Companion Animal brands to ensure consistency and accuracy. *Experience includes: 45 FURminator SKUs (does not include international), 180 Nature's Miracle SKUs and 300 Dingo SKUs.*
- Collaborated with brand management team to meet objectives and launch go-to market strategy for each brand, including all packaging, in-store/POS, website, sales collateral, and other promotional programs.
- Developed new sub-brands and line extensions package designs, and partnered with cross-functional teams on names and product development positioning strategies.
- **Results:** Created packaging for Dingo® USA sourced Chicken Jerky a top grossing product sold in WalMart (over \$7M) in 2014. Designed packaging for new FURminator® SKUs for a 2015 launch that generated an estimated \$8.5M in new sales. Delineated designs for Nature's Miracle Training Pads generating \$1.85M of 4.3M total sales for UPG Pad Sales in 2013.

## EXPERIENCE *(continued)*...

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### **Fifth Third Bank, Cincinnati, OH • Graphic Designer – 2/2010 to 6/2011**

*[Internal customers include: all Fifth Third LOB's and internal clients across Fifth Third Bancorp]*

- Developed and executed branded materials and marketing communications for Marketing Directors across the Fifth Third footprint. *Experience includes: in-branch collateral, assets for 53.com, online banner ads, program logos, product promotional materials, event materials and newsletters.*
- Collaborated on internal department teams to encourage a culture of positive learning and growth
- Completed over 606 jobs in first year on the Creative Services Team and saved the Bank over \$1M in agency fees.

### **RGI Inc., Cincinnati, OH • Senior Graphic Designer/Strategist - 9/2008 to 2/2010**

*RGI specializes in brand business—so the whole range of services provided becomes that much more powerful. From branding to packaging to marketing, they handle it all. [Brands worked on: Dole Fresh Vegetables, Kroger, Mike-sell's Potato Chips, Kicks for Kids and WILD Flavors]*

- Wrote copy and designed artwork for printed pieces and websites to promote clients' services and products. *Experience includes: in-store signage, packaging, coupons, banners, print ads, client swag, photography, and illustration.*
- Created art for electronic media and online communication objectives. *Experience includes: email marketing, online ads, video art direction, websites, content management systems, and social media.*
- Managed client relationships on all web projects from start to completion to ensure deadlines were met, correct processes were followed and websites launched on time and on budget.
- Administered and determined content strategy for RGI's Twitter and Facebook page to keep fans and followers up-to-date.

### **Intrinsic, Inc., Cincinnati, OH • 6/2002 to 9/2008**

*Intrinsic Inc. is an agency that provides design and branding, strategy, digital, advertising, and brand conversation services. [Brands worked on: US Bank, First Transit, WellPoint, Baker Concrete Construction, Transit Authority of Northern Kentucky, Boys & Girls Club of Greater Cincinnati and Kenton County Public Library]*

**Senior Graphic Designer (2007 - 2008)**

**Graphic Designer (2002 - 2007)**

- Produced cutting-edge creative solutions for a wide range of print applications to achieve client communication needs. *Experience includes: annual reports, quarterly and monthly publications, fliers, posters, ads, direct mail, brochures, brand identities and branded marketing collateral.*
- Established traffic management and work planning processes for the creative and production teams.
- Directed and consulted on all client photo shoots.

## EDUCATION

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**Admitted for Spring 2022 Semester: Masters of Science, User Experience Design**, Kent State University, Kent, OH

**Masters of Science, Marketing**, University of Cincinnati, Cincinnati, OH

**Bachelor of Fine Arts, Visual Communications**, Art Academy of Cincinnati, Cincinnati, OH

## HONORS AND AWARDS

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President's Circle, Innovation – April 2019

United Pet Group, Best in Show Award Recipient – September 2012

Fifth Third Bank - Partner of the Year (Corporate Communications), December 2010