



EDUCATION

BFA, Graphic Design Old Dominion University

EXPERIENCE

Associate Creative Director | Cheil Worldwide | 2026 – Present

Responsible for elevating creative output across digital, social, content, print, and integrated marketing channels. While remaining deeply involved in concept development and execution, I focus on building strong client relationships, mentoring emerging creatives, and identifying opportunities to expand agency scope. Key initiatives include spearheading live events and experiential brand activations, directing spatial and environmental designs, and scaling internal content engines through motion, CGI, and emerging creative tools.

Senior Art Director | Zeno Group | 2022 – 2026

Is the creative lead for social-first, experiential activations that integrate influencer marketing, brand campaigns/collaborations/stunts, and live media events. Guides and directs projects from concept to final execution; directing creative across disciplines like photography/retouching, illustration, video, and animation to deliver consistent, high-quality work. As well as, mentor junior creatives while contributing to new business wins and elevating client relationships.

(Clients include: Google, Kraft Heinz, ALDI, USOPC, Lowe's, Pilgrim's Chicken, and more)

Senior Art Director | The Marketing Arm | 2021 – 2022

Oversaw and directed a junior and freelance team for Pernod Ricard to ensure consistency, craft, and creative impact across several trade brands. Drove concepting and execution across integrated campaigns. Lead the creative development of consumer experiences and shopper campaigns for additional brands under Pernod Ricard and Yankee Candle.

(Clients include: Yankee Candle, Malibu Rum, Kahlúa, Jameson, Absolut Vodka, Seagrams, and more)

Art Director | TracyLocke | 2018 – 2021

Junior Designer | Wildfire LLC. | 2016 – 2017

Promotions & Web Designer | ODU | 2014 – 2016

AWARDS

Dallas Society of Visual Communications Award Show Silver | 2024

Dallas American Advertising Award Silver | 2020

Dallas American Advertising Award Silver | 2019

Dallas American Advertising Award Bronze | 2019

SERVICE

NYCFotoworks
Dallas, TX | 2019 – 2023
Portfolio Reviewer

**Dallas Society of
Visual Communications**
Dallas, TX | 2018 – 2020
Board Member

**Thomas A. Edison
Middle Learning Center**
Dallas, TX | 2019 – 2020
Advertising Teacher

**National Student
Show & Conference**
Dallas, TX | 2018 – 2020
Volunteer Member/ Portfolio
Reviewer

CONTINUED EDUCATION

**Advertising & Creativity Masterclass
by Jeff Goodby & Rich Silverstein | 2021**

The 3% Conference | 2019

Passion to Paid Course | 2018

CREATIVE TOOLS

Creative/Ai Programs:
Adobe Creative Cloud, MidJourney, ChatGPT,
Firefly, NanoBanana, Gemini

Additional Experience: Adobe Premiere,
Sketch, Spark AR