

Savvy Content Marketer with 15+ years experience telling compelling and convincing brand stories. Proven record of delivering concept-to-completion creative campaigns on time and on budget for iconic brands such as Accenture, Jim Beam and Swiss Army.

EXPERIENCE

CREATIVE CONSULTANT | MEOBranding

March 2014 - Present

Raised non-profit profile by effectively telling their story through rebranding and new, high-performing Website design

- Increased donations 400% for 2016 annual appeal
- Expanded audience reach 200% across Facebook and LinkedIn without using paid promotion
- Improved website performance for 56% Bounce Rate, 26% Returning Visitors within 3 months of implementing new design
- Grew subscribers 50% with creation of new monthly e-mail newsletter

DESIGN DIRECTOR | Schawk, Inc.

May 2010 - March 2014

Connected brand strategy to brand execution to tell convincing and compelling brand stories for Accenture, Beam Global and H.J. Heinz

- Raised the bar for Accenture's Management Consulting leadership contest by producing branded, integrated campaign for Accenture Diamond Client Program presentation
- Reduced creative costs and exceeded speed-to-market expectations by developing launch campaigns for Skinnygirl and Kilbeggan brands in less than one week

SENIOR DESIGN MANAGER | Schawk, Inc.

May 2006 – May 2010

Led 4-person "rescue squad" and onboarding of new creative team at Swiss Army while overseeing creative projects for Accenture

- Oversaw concept-to-completion production of Apparel Look Book and annual catalogs for Timepieces, Multi-Tools and Cutlery during 3-month Swiss Army transition
- Earned Integrated Marketing & Best Industry Program honors for Accenture retail campaign
- Slashed budget for Accenture Match Play Championship golf event \$10,000 by leveraging electronic media

SENIOR GRAPHIC DESIGNER | Schawk, Inc.

June 2004 – May 2006

Balanced managing multiple high-priority projects such as Accenture Match Play Championship with mentoring junior designers

- Racked up 10+ best practice awards in annual audit for developing creative that told client's brand story
- Exceeded 100% utilization

GRAPHIC DESIGNER | Accenture

February 2000 - June 2004

Produced on-brand, on-time, on-budget traditional and digital marketing materials for one of the world's top 50 brands

- Recognized for outstanding project management for overseeing Thought Leadership practice global rebranding
- Executed integration of Tiger Woods sponsorship into company's Global Event Marketing
- Trained Executive Assistants in brand standards and use of Microsoft Office

CUSTOMER SERVICE MANAGER | Alcom, Inc.

December 1996 - February 2000

Achieved +90% daily call completion by implementing efficiencies and use of routing software for technicians

OFFICE MANAGER | Architectural Window Products, Inc.

February 1993 - December 1996

Increased speed of reporting company financials while reducing errors by implementing QuickBooks

PROJECT MANAGER | Fox Valley Glass, Inc.

June 1991 - February 1993

Improved project completion rates with accurate forecasting of material and personnel requirements

EDUCATION & CERTIFICATIONS

- Inbound Marketing Certification, Hubspot Academy
- Corporate Image Consulting, Studio for Image Professionals
- Studied Marketing & Design, Harper College
- Studied Business Management, University of Illinois