



EDUCATION

Bachelor of Arts Graphic Design
The Art Institute / Charlotte, NC / 2004 - 2007

Internship Design · Marketing
NASCAR / Harrisburg, NC / 2006 - 2007

Study Abroad Design · Photography
The L4 Institute / Berlin, Germany / 2006

SKILLS

Graphic Design · Retail · Art Direction · Global Leadership · Team Leadership · Team Management · B2C Marketing · Digital Strategy · Corporate Identity · Adobe Creative Suite · Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Adobe XD · Figma · Web Design · App Design · UI/UX Design · Social Media Marketing · Creative Strategy · Design · Advertising · Brand Development · Microsoft Word · Microsoft Powerpoint · Typography · Logo Design · Mac & PC Platforms · Concept Development · Branding · Photography · Corporate Identity · Photography · Digital & Print Design & Marketing · Store Decor · Global · Communication · Coaching

ACHIEVEMENTS

- HOA Board of Directors - Vice President
- Vice Chair · LGBTQ+ Employee Resource Group
- 99.8% Design Accuracy Rate
- Employee of the Quarter · 2016
- Created YMCA New Member Email Series w/ 50% Open Rate Read Online Interview
- Student Ambassador/Speaker

AWARDS

- 1st Place - Company Branding
- 1st Place - Merchandise Design
- 2 DESIGN FIRMS Awards

WORK EXPERIENCE

Advance Auto Parts | Corporate Headquarters

- **Associate Creative Manager** (Global Team Lead) | Retail · Digital Brand Marketing 2021 - Present
 - Build and manage a global creative team; as well as manage external creative agencies.
 - Partner with UI/UX team to improve front end technology and ecommerce solutions.
 - Provide art direction on customer facing BAU digital creative and work cross-functionally with copywriters, project managers and channel owners.
 - Develop key strategies and solutions for our future brand architecture.
 - Work closely with Creative Director to provide approvals on all customer facing creative.
 - Oversee the development of brand guidelines.
 - Leads planning, talent selection and art direction for Retail/lifestyle photo shoots.

- **Senior Graphic Designer** (Team Lead) | Retail · Digital Brand Marketing 2018 - 2021

- Inspired a team of digital and print designers.
- Lead creative for major corporate initiatives, omni-channel campaigns.
- Inspired a team of digital and print designers.
- Lead creative for our store within a store ecommerce partnership with Walmart.com.
- Assisted with the planning and execution of our retail and corporate photoshoots.

- **Graphic Designer** | Retail · Digital Brand Marketing 2016 - 2018

- Designed creative and assisted with strategy for national tentpole campaigns.
- Developed landing page experiences and Salesforce templates for field leaders.
- Created digital assets for our B2C site and monthly email marketing campaigns.
- Assisted contractors and provided direction for creative development.
- Worked closely with external agency partners to oversee digital advertising.

- **Production Artist** | Retail · Digital Brand Marketing 2016 - 2018

- Worked closely with vendors and other internal partners to develop concepts and produce monthly print promotions across the US, Canada, Puerto Rico and Virgin Islands.
- Provided creative support for digital campaigns and monthly online promotions.
- Developed weekly social media promotions and assist with monthly strategy.
- Developed new solutions to yield strong collateral materials that drive the advance brand.

YMCA of the Triangle | Corporate Office / 19 Branches

Production Artist | Retail · Digital Brand Marketing 2013 - 2015

- Designed graphics for print/digital campaigns, social media contests and promotions, websites, email marketing templates and video production.
- Followed marketing trends to help improve online user experience.
- Designed and implemented a responsive email marketing campaign with a 50% open rate for new subscribers.

McDonald's | Raleigh, NC Corporate Franchise / 11 Locations

Senior Graphic Designer & Marketing Specialist | Retail · Digital Brand Marketing 2014 (Part-time)

- Lead the design of monthly promotions that included; including in store signage, digital advertising and email marketing campaigns.
- Updated and maintained franchise web sites and social media pages. Collaborated with the Management, Marketing teams and outside vendors to lead content strategies, goals and objectives for monthly marketing promotions.