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Summary

Design leader with 10+ years of experience and a proven track record in branding, marketing, and team leadership. Expertise in translating business goals into compelling visuals, building high-performing teams, and driving innovation for exceptional results.

Technical skills

- **Creative leadership & vision:** Art direction, concept development, creative strategy, visual storytelling, campaign development, brand identity & expression
- **Team building & mentorship:** Team leadership, mentoring & development, hiring & onboarding, fostering creative culture, performance management
- **Cross-functional collaboration:** Stakeholder management (Exec, Product, Sales, Marketing), partnership building, influencing skills, project alignment

Work experience

Ibotta Inc. | Denver, CO

Director of Marketing Creative & Brand (July 2024 - present)

- Led the creative vision and execution for a full public company rebrand, delivering a revitalized brand identity in 3 months and increasing brand recognition by 10 pts through strategic alignment.
- Collaborated closely with the executive team to develop compelling visual narratives and materials supporting a successful public offering.
- Built, mentored, and scaled a high-performing, multi-disciplinary creative team from 2 to 15, fostering a culture of excellence and overseeing creative strategy for national campaigns, digital media, user engagement initiatives, and interactive experiences.
- Directed four creative functions (D2C, B2B, Video Production, Marketing Development), implementing optimized workflows and systems that reduced project timelines by 35% and enhanced creative output.

Senior Creative Manager (July 2023 - July 2024)

- Directed the award-winning (Gold Addy) Groceryshop campaign creative, achieving over 15 million impressions and doubling engagement impact year-over-year through innovative concept development.
- Developed and implemented a cohesive B2B brand identity and visual style across multiple touchpoints, including a revamped website, marketing collateral, and event experiences.
- Revitalized website creative strategy, incorporating user experience (UX) principles that decreased bounce rate by 18% within 6 months, enhancing online engagement.
- Partnered with the executive team to create high-impact visual presentations and proposal materials crucial for securing a major partnership with Walmart.

Creative Manager (January 2021 - July 2023)

- Established and mentored a high-performing B2B creative team, developing foundational processes and fostering a collaborative environment recognized as "Team of the Year" in 2022.
- Awarded "Employee of the Year" in 2021 for exceptional creative contributions, cross-functional leadership, and impact on company initiatives.

Work experience (cont.)

Ibotta Inc. | Denver, CO (cont.)

Senior Designer (August 2019 - January 2021)

- Spearheaded a comprehensive initiative to consolidate creative assets, implement new design systems, and streamline brand elements, fostering strong collaboration with the executive team.

Wiland, Inc | Niwot, CO

UX Designer / Graphic Designer (March 2017 - August 2019)

- Led website redesign initiatives, contributing UX design expertise and collaborating with product and sales teams to enhance the user journey and online experience.
- Advanced the brand's visual identity and user experience across diverse touchpoints, including product launches, seasonal campaigns, investor materials, and website iterations.

Oakwood Homes | Green Valley Ranch, CO

Corporate Graphic Designer — Team Lead (March 2016 - March 2017)

- Enhanced brand consistency across regional and national campaigns, led design training sessions, and established streamlined creative processes for marketing and sales materials.

CBRE | Greenwood Village, CO

Graphic Designer / Marketing Specialist (June 2014 - March 2016)

- Developed distinct property brand identities and comprehensive marketing packages; created and executed a targeted social media strategy resulting in the company's largest metro market Twitter account nationwide.

Education

BA in Strategic Communication

University of New Mexico | Albuquerque, NM | May 2013

Magna Cum Laude | GPA: 3.87

Professional strengths

- Problem solving
- Strategic planning
- Team leadership
- Cross-functional collaboration
- Clarity under pressure
- Clear communication
- Analytics & measurement
- Innovation & creativity

Personal time

