

Creative executive with 20+ years leading brand transformation, building scalable design systems, and driving business growth across tech, consumer, and content-first sectors. Known for unifying strategy and execution—delivering cohesive brand ecosystems that perform across identity, packaging, digital experience, and investor communications.

Expertise

Creative & Technical: Brand Development · UX/UI & eCommerce Strategy · Adobe CC · Motion & Content Design · Web & Digital Infrastructure

Leadership & Strategy: Team Building · Cross-Functional Ops · Growth Strategy & Business Development · Executive Alignment & Communication

Experience

46thirty, Los Angeles, CA (remote) Founder / Executive Creative Director

2024 – Present

Launched an independent creative studio focused on branding, identity systems, illustration, and video content for forward-thinking brands.

- Lead creative direction and strategy across brand, marketing, and motion design projects.
- Deliver high-impact solutions across industries, emphasizing storytelling, cohesion, and design precision.
- Direct cross-functional collaboration with freelancers and partners to scale output while maintaining quality.

Mission Cloud Services, Los Angeles, CA (remote) Director, Brand + Design

2021-2023

Led Mission's brand transformation, which included revamping the website, redefining positioning, and elevating sales and media materials.

- Collaborated with executives to crystallize brand attributes and drive capital inflow
- Built and led a high-performing team from the ground up
- Produced event branding and creative for AWS re:Invent (2021-2022)

Dryft Sciences, Moorpark, CA, Vice President, Creative + eCommerce

2018 – 2021

Overhauled brand and digital infrastructure, directly contributing to the company's acquisition by R.J. Reynolds.

- Launched a new DTC subscription platform in 90 days
- Owned all brand touchpoints—UX, packaging, and retail presence
- Played a key role on the four-person executive team, driving the acquisition strategy

Ultimate Superfoods, Moorpark, CA, Vice President, Marketing

2015 – 2018

Built marketing infrastructure from the ground up to reposition in-house brands and drive growth.

- Launched SEO, SEM, and SMM programs with full KPI tracking
- Rebranded and repositioned three brands across B2B and DTC channels
- Achieved double-digit YoY growth for the eCommerce business

UNITED ONLINE, Woodland Hills, CA Senior Vice President, Creative

2012 – 2015

Generated business for the organization by establishing multiple online, television, and DR campaigns with yearly \$20M media budgets.

- Directed overall branding and creative activities for multiple product launches, including NetZero Products, FTD, Classmates.com/MemoryLane, and PrivatePhone.
- Enhanced web technologies, mobile and app-based solutions, and updated legacy systems for United Online properties.

Education

Certificate Program, Graphic Communications

Moorpark College, Moorpark, CA

Attending - BFA Graphic Design

Savannah College of Art and Design, Savannah, GA