

## Work Experience

### Senior Art Director – Epsilon

August 2022 (Mid) - present (Sr.)

Developed and presented the winning creative strategy for the Nissan Aftersales rebrand

Led creative direction for a \$750K multi-brand photo and video production, overseeing concept development through post-production and delivering 200+ final photography assets across two automotive brands

Directed multi-channel campaigns across email, direct mail, and OOH, managing creative teams and high-volume asset versioning (100s of versions and variations per campaign)

### Art Director – Publicis Sapient / Razorfish

March 2019 (Jr.) - August 2022 (Mid)

Art-directed creative for Tier 1 paid social and digital campaigns, driving engagement to 5x the campaign average

Supported multiple six figure commercial shoots from pre to post-production. Played a major roll in concepting, backup photography, and asset adaptation for social ads.

Pitched and presented concepts and creative work directly to client

Created short-form social content that broke engagement records repeatedly and grew the brand's following by well over 1 million followers across platforms

## Education

### Grand Valley State University

B.A. in Film and Video

Post-Production Emphasis

### Washtenaw Community College

Certificate in Graphic Design

## Core Tools

Adobe Creative Cloud

(Ps, Ae, Ai, Id, Lr, Pr, Xd)

Camera

(primarily Canon/Sony)

Gimbal / Steadicam

A.I. Image/Video Production

(RunwayML, Midjourney, Google Veo, etc)

Pencil / Paper

## Skill Set

Art Direction

Photography

Retouching / Compositing

Graphic Design

Typography

Motion Graphics

Video Editing