

ABOUT ME

I am a creative leader with a proven track record of developing brand strategies that drive business growth. By combining an analytical approach with a deep understanding of design, I lead projects that deliver innovative solutions and meet key company objectives. I believe that building strong, collaborative relationships with stakeholders is essential to achieving impactful results and ensuring brand excellence.

Building on my foundation in visual communication, I've continually added expertise in web development, marketing, and project management—a progression that refined my approach from visual execution to strategic brand management.

WORK & EXPERIENCE

Graphics/Marketing Manager

Red Leonard Associates

10/2013 - Present | Cincinnati, OH

- Shaped the company's brand strategy and visual standards to create a cohesive and professional brand presence across all platforms.
- Directed the full redesign of the company's digital lighting plan package — boosting sales conversions and accelerating client permitting approvals — for projects with brands such as **Wawa**, **Circle K**, and **7-Eleven**.
- Led the creation of all sales tools for the company, producing videos, email marketing, and literature all designed to help our sales team.
- Led the creative strategy and execution for **RLA Tech Solutions** (2016–2020), a start-up sister company, managing projects for high-profile clients including the **Cincinnati Museum Center** and the **Ripley's Aquarium of the Smokeys**. Projects included exhibit graphics and interface design for interactives.

Graphic Designer

Walmart

07/2012 - 09/2013 | Avon, IN

- Created POP displays, promotional posters, and flyers for a district of 10 stores, adhering to brand guidelines while improving store-level engagement.

WORK & EXPERIENCE CONTINUED

Photo Lab Specialist

Walmart

03/2007 - 07/2012 | Avon, IN

- Developed film, printed photos, maintained equipment in chemical print lab
- Provided photo editing services such as restoring and adding color to old photos in Photoshop

Freelance

2012 - Present

- Logos/branding, websites, print design, illustrations

SKILLS

Core Strengths

Creative problem solving, analytical reasoning, team collaboration, project organization, attention to detail, adaptability in fast-paced environments

Design & Branding

Logo design, brand identity, layout, illustration, photography, video production

Web & Digital

Responsive web design, UI/UX principles, wireframing, prototyping, user flows, SEO best practices, HTML/CSS, basic JavaScript and PHP, WordPress, Figma, Adobe XD

Print & Production

Prepress, layout optimization, vendor coordination

Software Proficiency

InDesign, Illustrator, Photoshop, Lightroom, Acrobat, Premiere Pro, After Effects, XD, Figma, Mailchimp, Slack, Microsoft Teams, SharePoint, Google Ads, Google Analytics

EDUCATION

Visual Communication

Ivy Tech

2009-2012 | AAS | Indianapolis, IN