

Strategic, forward thinking creative leader with extensive experience utilizing behavioral analytics to deliver customer-centric, industry leading campaigns that speak to the individual, drive engagement, and produce growth.

Experience:

Director, Creative ▪ Trulieve ▪ Chicago, IL ▪ 2022 - 2026

Spearheaded health and wellness creative strategy and execution across brand, CRM, acquisition, packaging, promotions, and in-store experiences nationwide

- Repositioned the Trulieve brand with a defined north star to drive market differentiation
- Led the adoption of AI and creative APIs to automate marketing and enhance personalization at scale
- Transformed in-house and agency creative teams by streamlining processes and creative intake to produce more compelling, benefit-focused campaigns
- Built company's first beverage brand (Onward), first national rewards program, and first paid media program

Consultant, Creative Director ▪ Chicago, IL ▪ 2021 - 2022

Conceived and developed brand, content, strategy, CX, UX, and CRM for fintech, retail, and nonprofit companies

Director, National Advertising - Creative ▪ The Home Depot ▪ Chicago, IL ▪ 2020 - 2021

Led nationwide cross-channel marketing initiatives within broadcast, OLA, and social channels

- Launched creative organization's transformation from product-focused to customer-centric, segmented marketing
- Restructured siloed marketing by optimizing processes and spearheading company-wide training program
- Delivered 30% increase in sales over previous year, outperforming primary competitor by + 8%

Head of Creative ▪ Groupon ▪ Chicago, IL ▪ 2019 - 2020

Directed global creative, strategy, production, and digital asset management (DAM) teams in Chicago, Dublin, and Warsaw

- Reversed downward customer engagement behavior by shifting from transactional to experiential approach
- Streamlined disjointed campaigns and maximized program effectiveness
- Empowered global creative teams by identifying and elevating the unique strengths of each team member

VP, Executive Creative Director ▪ Epsilon ▪ West Chicago, IL ▪ 2005 - 2019

Drove brand development and data-driven CRM campaigns for multiple clients including Discover, Valvoline, and Nationwide

- Expanded and cultivated teams in Chicago and Dallas, supporting growth opportunities and nurturing innovation
- Spearheaded creative on new business pitches resulting in numerous financial, insurance, and retail clients
- Repositioned an entire financial category through a deeper understanding of key targets' needs and desires
- Grew clients' profits by serving as a collaborative partner, proposing innovative ideas, and advancing value-adds resulting in increased agency revenue, including \$20M to \$55M (Qwest) and \$5M to \$20M (KeyBank)

Associate Creative Director / Art Director ▪ Chicago, IL

- DDB, Ogilvy, FCB, Townsend, E.W. McDaniels

Education:

Bradley University - Bachelor of Science (BS), Peoria, IL

Chamberlayne School of Design / UMass Amherst - Associate in Applied Science (AAS), Boston, MA