

## SKILLS

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- Adobe Creative Suite
- Microsoft 365
- WordPress, PHP, HTML5, CSS3
- Video & animation
- Midjourney, ChatGPT, Shutterstock AI, Firefly AI
- Figma
- Web & digital marketing
- Print & traditional media
- Branding & identity
- Strategic campaign planning
- Concept development

## EXPERIENCE

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### Creative Director | Godfrey Advertising, Lancaster, PA

2022 - Current

- Drive strategic alignment between creative output and brand essence, ensuring all work resonates with diverse audiences and meets client objectives.
- Collaborate with agency leaders on setting up impactful OKRs for the business.
- Transform complex concepts into clear, impactful communication solutions by leading high-level concept development and strategic campaign direction.
- Provide visionary leadership to creative teams, collaborating closely with account partners, fostering strong art-and-copy integration, and maintaining the highest creative standards.
- Mentor peers agency wide by providing ongoing career development support and guidance to grow creative talent.
- Deliver high-quality work on time in a fast-paced, collaborative environment while upholding brand consistency and strategic impact.
- Pioneered an emerging technology venture team, launching initiatives such as an AI hackathon, AI adoption strategies, and the creation of an agency prompt library.
- Lead culture building and employee engagement, including serving on the remote activities committee and leading virtual trivia events.
- Spearheaded the launch of an agency swag store, enhancing brand pride and employee connection.
- Co-lead our creative leadership team to foster creative growth and identify opportunities for skill growth.

### Sr. Art Director | FVM, Plymouth Meeting, PA

2017 - 2022

- Oversee the creative direction of projects from concept to completion, ensuring alignment with strategic objectives and brand standards.
- Lead and mentor creative teams, fostering professional growth while driving innovative, high-quality outputs.
- Collaborate closely with clients and stakeholders to develop and execute high-level concepts that meet business goals and resonate with target audiences.
- Ensure brand consistency across all touchpoints while integrating fresh, innovative design solutions.
- Manage project budgets and timelines, balancing creative excellence with operational efficiency.
- Stay ahead of industry trends and best practices in design and advertising to keep creative work fresh and competitive.

### Art Director | Alpha Dog Advertising, Lancaster, PA

2014 - 2017

- Personally oversee the graphic development of all projects, ensuring creative excellence and brand alignment.
- Collaborate with account executives to develop creative concepts and executions informed by a strong understanding of market dynamics.
- Manage project schedules and monitor progress, delivering accurate time and cost estimates for each tactic.
- Provide clear, detailed direction to designers to ensure successful execution of the creative vision.

### Art Director | Howard Miller Associates, Lancaster, PA

2010 - 2012

### Graphic Designer | Howard Miller Associates, Lancaster, PA

2006 - 2010

## EDUCATION

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Savannah College of Art & Design  
Bachelor of Fine Arts

Millersville University  
Bachelor of Arts - Graphic & Interactive Design