

SUMMARY

Creative Director with nearly 20 years of experience leading integrated creative organizations across branding, digital, content, and enterprise marketing. Proven track record building high-performing, cross-functional teams, driving global brand transformations, and partnering with executive leadership to deliver measurable business growth for multi-billion-dollar organizations. Passionate about scaling creative operations, mentoring talent, fostering innovation, and leveraging generative AI to accelerate creative excellence and organizational impact.

EXPERIENCE

Godfrey Advertising (full-service B2B agency) | Creative Director, Lancaster PA 2022 - Current

Integrated B2B marketing agency serving Fortune 1000 and global industrial, chemical, life science, technology, and manufacturing brands.

- Directed a global \$8B post-merger rebrand, unifying two enterprise brands into a cohesive identity across 20 websites and driving a 250% increase in monthly page views (400K+) following launch.
- Shaped the creative vision for a multi-channel B2B brand campaign that repositioned a \$6.5B global factory automation leader, generating 50M+ impressions, 19K+ website sessions and 700 qualified leads.
- Led creative strategy for a \$4B global access equipment company's North American social media program, growing LinkedIn audiences by 85% and Instagram audiences by 70% over 3 years.
- Oversaw creative direction and execution across 13+ revenue-generating accounts, contributing to \$XXM+ in annual agency growth through high-impact brand, digital, and integrated marketing solutions.
- Contributed to 300+ campaigns and creative deliverables annually across digital, video, web, and print, leading cross-functional teams of 15+ designers, copywriters, developers, and art directors to deliver high-quality work on time.
- Led the agency's AI innovation initiative, introducing generative AI workflows, launching company-wide hackathons, and developing prompt libraries that drove adoption by 50+ employees, accelerating creative ideation and improving team efficiency.
- Served as a strategic creative partner to C-suite executives and client leadership teams, leading executive presentations, creative reviews, and pitches that shaped brand direction and delivered measurable business impact.

FVM (full-service B2B agency) | Sr. Art Director, Plymouth Meeting PA 2017 - 2022

B2B creative agency specializing in blending strategy, storytelling, and branding to transform brands and drive business growth.

- Reimagined a flagship sales enablement program as an interactive digital experience, helping exceed Partner Advantage revenue commitments by 20% while eliminating print costs and creating a scalable platform for future growth.
- Led the creative strategy for an integrated brand launch, introducing a new market identity that delivered 6.7M+ impressions and exceeded lead generation targets with 861 qualified leads.
- Directed a brand and digital transformation for a \$3.7B investment advisory firm through a refreshed identity and digital ecosystem that generated nearly 100K pageviews, 23K visitors, and 86% new audience growth within six months.
- Drove the strategic rebrand of a 25+ year Salesforce consultancy, creating a unified brand identity and positioning that strengthened market differentiation.

Alpha Dog Advertising | Art Director, Lancaster PA 2014 - 2017

Howard Miller Associates | Art Director, Lancaster PA 2010 - 2012

Howard Miller Associates | Graphic Designer, Lancaster PA 2006 - 2010

EDUCATION

Savannah College of Art & Design
Bachelor of Fine Arts

Millersville University
Bachelor of Arts - Graphic & Interactive Design

SKILLS

- Creative Direction & Vision
- Brand Strategy & Storytelling
- Integrated Campaign Development
- Strategic Concept Development
- Cross-Functional Collaboration
- Executive & Stakeholder Presentation
- Creative Team Leadership & Mentorship
- Brand Governance & Design Systems
- User Experience (UX/UI) Design
- Content Strategy & Development
- Adobe Creative Suite
- Figma
- Generative AI & Emerging Creative Technologies