

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.

- Led cross-functional teams of 15+ designers, copywriters, developers, and art directors to deliver 300+ campaigns annually across digital, video, web, and print for 13+ revenue-generating accounts, contributing to \$XXM+ in annual agency growth through high-impact brand and integrated marketing solutions.
- 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.
- Drove 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.
- Led the agency's AI innovation initiative, introducing 25+ generative AI workflows, launching company-wide hackathons, and developing a prompt library that drove adoption by 50+ employees, accelerating creative ideation and team efficiency by an estimated 20%.
- Advised C-suite executives and client leaders across 15 accounts across the company, leading high-stakes presentations, creative reviews, and 60+ new-business pitches that shaped brand strategy, and drove measurable campaign performance.

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

Independent B2B agency providing branding, web, digital marketing, content, and demand generation services to mid-market and enterprise organizations across industrial, healthcare, and technology sectors.

- Led the creative strategy for an integrated brand launch that established a new market identity, generating 6.7M+ impressions and 861 qualified leads in five months, exceeding lead generation goals by 21%.
- Reimagined a flagship sales enablement program as an interactive digital experience, helping exceed program revenue commitments by 20% while eliminating print costs and creating a scalable platform for future growth.
- Directed a brand and digital transformation for a \$3.7B investment advisory firm through a refreshed identity and digital ecosystem that generated nearly 100K page views, 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