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EDUCATION

The Creative Circus

Associate Degree, Design
2009

Agnes Scott College

BA, Studio Art & Business
2006

CERTIFICATIONS & AWARDS

Creativity Awards

In-House Agency Forum, 2022

In-House Design Awards

GD USA, 2022

Certified Marketer Level 1

General Assembly, 2019

Brand Building Awards

Georgia-Pacific, 2017 & 2018

Package Design Awards

GD USA, 2014

VOLUNTEER

Sustaining Member

Junior League of Atlanta
2021-Present

Active Gold Member

Junior League of Atlanta
2010-2020

Executive Board Member

Shepherd Center Society
2011-2016

SKILLS

Creative Direction
Leadership & Management
Brand & Creative Strategy
Digital Marketing
Photography & Video Art Direction
Ideation & Sprint Facilitation
Trend & Consumer Research
Agency & Vendor Management
Adobe CC
Workfront

EXPERIENCE

Associate Creative Lead, Art Direction | Georgia-Pacific

FEB 2021 - PRESENT

Creative Lead over the Art Direction team for Georgia-Pacific's In-House Agency, Campfire Creative. Responsible for end-to-end project management, including: resourcing and assigning creatives, defining strategy, providing creative direction and ensuring on-brief and on-time delivery. Builds relationships and credibility with clients through clear communication, consistency and collaboration. Aligns with clients on deliverables, project scope, creative strategy and timelines. Advances the Art Direction capability group by identifying opportunities to in-source new deliverable types, optimize workflows and measure effectiveness. Mentors and drives team fulfillment by understanding and fostering creative's strengths and passions.

- Led efforts to overhaul Brawny® eCommerce content across variants for all customers, including delivery of lifestyle photography—resulting in improved consistency across brand product pages and recognition in the 2022 GDUSA In-House Design Awards.
- Developed externally-managed photography capability—resulting in an avg. of 45% cost avoidance for retouching and avg. of 33% cost avoidance for photo and videography.
- Led internal creative efforts to support launch of EcoSmart® brand, including development of brand equities, creative for in-market testing, and digital marketing content.
- Manages and mentors a team of four art directors and production artists. Additionally, manages project teams comprised of Art Directors, Copywriters, and Designers.

Senior Art Director, In-House Agency | Georgia-Pacific

AUG 2016 - FEB 2021

Delivered creative solutions for all GP consumer brands. Leveraged trend, consumer insights and the power of design to build brand equity and create meaningful and distinctive creative to delight consumers and drive sales. Created and implemented brand architecture, trend and creative strategy, brand identity and brand guidelines. Facilitated sprints and design thinking workshops across the organization to solve critical business problems.

- Led integrated marketing campaign for Dixie® Cheer, including campaign strategy, surface and packaging design, and digital marketing—resulting in +133% in holiday sales YOY.
- Conceptualized and led design for Dixie Craft-imals™, a new-to-market line extension driven by consumer insights that generated over \$2MM in incremental sales for Dixie in Y1.
- Day-to-day manager of a team of two art directors. Managed vendor and agency relationships.

Associate Design Manager | Georgia-Pacific

FEB 2015 - JUL 2016

Executed strategic design solutions for GP's Consumer Bath Tissue category. Managed creative development with external agencies by overseeing projects from conceptualization and creative briefing through print-production and commercialization. Assisted with process improvement, such as helping to develop a workflow management process. Managed several simultaneous projects and deadlines.

Package Designer | Kids2 Inc.

MAR 2010 - JAN 2015

Principal packaging designer for million-dollar, global baby brands. Designed packaging for products, POP and promotions. Lead designer on Taggies™ re-brand. Ensured brand consistency across collateral. Art directed licensee packaging for Taggies™ and Baby Einstein™. Managed freelancers and assisted junior team members with creative development.