



Professional Summary: Over 15 years of creative direction, art direction, strategy, marketing, brand and management experience. An excellent communicator, presenter and collaborator who has worked in science and healthcare, advertising, events and the music industry, publishing, experiential event marketing, sales planning, team leadership, hiring, mentoring creatives, budget optimization, client relationships, project management, start-ups and venture capital acquisition.

Areas of Expertise

- Brand strategy, design, management
- Copywriting, editorial, copy editing, storytelling
- Digital marketing and social media
- Video production/editing
- Motion design and motion graphics
- SEO/SEM for local and national search, ads
- Radio/broadcasting/podcast/audio production
- Photography, headshots, corporate events
- Analytics and reporting
- Presentation design using Powerpoint/Keynote
- UX/UI – copy, design, strategy with Figma, XD
- Leadership, hiring, training, mentoring
- Web development (front-end/backend)
- Email campaigns, design, deployment
- Storyboards and previsualization
- Production design/mechanicals for print
- Large-format design and retail displays
- Data visualization, Infographics, pictograms
- Illustration and photo retouching
- AR/XR experience and 3d design
- Start-ups and B2B and B2C marketing strategy
- Code: HTML/CSS/Javascript/PHP/Ruby/Git/APIs
- Publishing, magazines, newspapers
- Budgeting, product development and project mgmt.

Professional Experience

Multimedia Producer

Ambry Genetics

May 2022 – present day

- Increased company video output from five or six a year to 180 videos in 2025
- Developed remote recording methods for high quality video production with remote subjects all across the USA
- Realized quality motion graphics for three companies (REALMIDx, Invicro and Ambry Genetics)
- Photographed various company events and corporate headshots for employees and executives
- Filmed CEO, Scientists and C-Suite videos for marketing and though leadership

Career Highlights

Creative Director

Genomic Life

September 2018–January 2022

- Designed a comprehensive marketing plan
- Hired and managed designers, copywriters and social media managers
- Helped our CEO and board members with the acquisition of over 20 million dollars of funding in three years
- Filmed, recorded, edited and produced videos, audio and remote digital conference content for executives
- Built websites and produced web content
- Worked with an agency to rebrand the company from WGA/Cancer Guardian to Genomic Life
- Developed a brand guide for a new corporation
- Built a design system, visual vocabulary and styleguide for the company
- Developed and A/B tested social media campaigns
- Produced, recorded and edited the Decoding Health podcasts
- Developed solutions with the sales team to contract large, top-brokerage firms and major brands such as Amazon
- Increased product usage and membership from zero to over 30,000 subscription members in three years

Creative Director/Editor

Local Umbrella Media

July 2016-July 2018

- Managed a publishing company that produced over 25 hyper-local newspapers and specialty magazines monthly
- Designed publishing layouts, concepted new projects, managed writers, designers and printers
- Developed digital solutions for event listings, ad sales and marketing automation
- Writing and editing for featured articles and ads, flat plans and production plans for high volume publishing

Art Director/Web Developer

Affinity Development Group

July 2014-November 2016

- Developed strategy and websites for The Costco Auto Program and the AAA Auto Program
- Designed print and digital marketing campaigns for large automotive brands such as GM, Volvo and Audi
- Designed and deployed monthly email campaigns for millions of customers across the country



Work Experience (continued)

Art Director, Concept Artist, Storyboard Artist and Designer

The AIM Agency

August 2004-July 2014

- Developed creative for large brands like Sony, Nestle and Pepsico
- Worked with the BBDO New York agency for Sony strategy and marketing
- Developed localized retail creative such as displays, coupon campaigns and more for Fortune 500 retail
- Developed early viral video email campaigns for networks Like AMC and Telemundo

Design Director

Pierce Products

November 2007– September 2008

- Developed design and marketing systems
- Operated large format printers
- Designed Powerpoints for business development

Graphic Designer/Illustrator

Pacific Sons

September 2002–2006

- Designed graphics for print and web
- Digitized artwork for embroidery
- Set-up art separations for screenprinting
- Illustrated original art for t-shirt designs

Music Editor

BPM Culture Magazine

June 1999–August 2001

- Managed a staff of 20 freelance writers
- Wrote and edited feature articles, music reviews and web content
- Managed industry music events
- Art directed photoshoots with editorial photographers and stylists

Part Time/Volunteer Work Experience

Illustrator | Writer - Freelance

Live Nation/Insomniac Events

February 2015–October 2017

- Wrote and edited feature articles and music reviews for Insomniac.com
- Developed and illustrated promotional content for the 20th Anniversary of the EDC music festival
- Developed original, multi-media content for EDC Mexico, Nocturnal Wonderland and Escape events

Music Director KNSJ Radio

KNSJ Radio

February 2015–October 2017

- Wrote and edited radio shows, ads, promos for radio and podcasts
- Managed 8 shows and show hosts
- Maibtaied FCC requirements for royalties, reporting and rights management