



**Professional Summary:** Over 15 years of experience in visual storytelling, producing web content, audio production, video production and motion design. An excellent communicator, presenter and collaborator who has worked in science and healthcare, advertising, events, and the music industry. Also has experience in publishing, experiential event production, sales planning, team leadership, hiring, mentoring creatives, budget optimization, client relationships, project management, start-ups and venture capital acquisition.

## Skills and Expertise

- Radio/broadcasting/podcast/audio editing and production
- Copywriting, editorial, copy editing
- Video pre-production, production, post production, editing
- Photography, photo editing, retouching and compositing
- Motion design and motion graphics
- Lighting for photo/video/chroma key/green screen
- Visual storytelling using multimedia
- Multimedia packages, photo essays, interactive media
- Web development (front-end/back-end)
- Storyboards and previsualization
- Livestreaming for music and corporate presentations
- Budgeting, pre-production and project management
- Brand strategy, design, management
- Email campaigns, design, deployment
- SEO/SEM for local and national search, ads
- Production design/mechanicals for print
- Large-format design and retail displays
- Data visualization, infographics, pictograms
- Illustration - traditional and digital
- Presentation design using Powerpoint/Keynote
- Start-up B2B and B2C marketing and strategy
- Adobe Creative Suite, Premier, After Effects, Final Cut
- Publishing, magazines, newspapers, direct-mail
- Digital marketing and social media

## Work Experience

### Creative Director

#### **Genomic Life**

January 2021–January 2022

- Produced, recorded and edited the Decoding Health and Chasing Wellness podcasts
- Hired and managed designers, copywriters and social media managers
- Contracted vendors and agencies for brand development, multiple websites, Salesforce CRM and automation
- 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

### Marketing Director

#### **Wamberg Genomic Advisors**

July 2018–January 2022

- Worked with an agency to rebrand the company from Wamberg Genomic Advisors to Genomic Life
- Developed a brand guide for a new corporation
- Built a design system and visual vocabulary for the company
- Designed and coded a new website for the primary product, Cancer Guardian
- Produced new videos using live-action footage and animated content
- Developed and A/B tested social media campaigns
- Designed a comprehensive marketing plan

### Music and Media Director - Volunteer

#### **KNSJ Radio**

July 2015–July 2018

- Produced original, terrestrial radio programs, digital podcasts and network advertisements
- Managed a volunteer staff of program hosts, engineers and administrators
- Built websites and designed promotional materials for radio programs
- Managed FCC licensing, reporting and government regulators
- Wrote press releases and copy for scripted shows, ads and pitches

### Contributing Multimedia Producer - 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 20<sup>th</sup> Anniversary of the EDC music festival
- Developed original, multi-media content for EDC Mexico, Nocturnal Wonderland and Escape events
- Script writing and audio post production for Night Owl Radio/Podcast



## Work Experience (continued)

### Multimedia Producer - Freelance

#### *TV Magic*

November 2009–2013

- Developed multimedia creative for business development, targeted toward TV and radio studios
- Designed multimedia Powerpoint presentations for sales and marketing
- Art direction, pre-production and filming for promotional videos

### Art Director - Freelance

#### *The AIM Agency*

November 2004–2015

- Developed interactive video promotions for AMC
- Developed storyboards and previsualization/concept art for Sony, Campbell's and Nestle
- Co-produced experiential events for Sony, Nestle and Reliant Energy
- Contributed art direction to photoshoots for events, food products and technology

### 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

## Education

*Mesa College*, San Diego, CA - 1988–1989

*Palomar College*, San Marcos, CA - Commercial Art - 1989–1990

*Salt Lake Community College*, Salt Lake City, Utah - 1992–1993



## References

### Genomic Life

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### Wamberg Genomic Advisors

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### KNSJ Radio

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### Live Nation/Insomniac

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### The AIM Agency / Alternative Innovative Marketing

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Note: The Aim Agency, TV Magic, Pacific Sons and Pierce Products no longer exist. The person I worked with at AIM for 10 years is available for references (listed above). I also included his reference letter from 2018. I do not have a contact for TV Magic or the others more.