



Professional Summary: Over eight years of experience in creative direction, video production, motion design, and audio engineering. More than 10 years experience as a multimedia designer. Recent work as a high-impact multimedia producer crafting compelling visual and auditory narratives. Expert in translating complex technical science concepts into engaging video content, specifically for SaaS and B2B audiences. Proven track record in full-cycle post-production, high-end motion graphics, animated training videos and professional sound design. A collaborative creative consultant dedicated to maintaining brand integrity while driving innovation in digital storytelling. Over 10 years experience with dynamic social media.

Core Competencies

- Video Production: Expert Editing (Premiere Pro), Color Grading, Multi-camera Workflows
- Motion Graphics: 2D/3D Animation (After Effects), Explainer Videos, Kinetic Typography
- Audio editing and recording & Sound Design: Podcast Production, Voiceover Direction, Soundscapes
- Design & Illustration: Character Design, Vector and Raster Animated Characters, AI Avatars, Storyboarding
- Project Leadership: Creative Brief Strategy and Translation, Stakeholder Consulting, Remote Team Collaboration

Technical Proficiency

- Adobe Creative Cloud: Premiere Pro, After Effects, Audition, Adobe Illustrator, Photoshop, Fresco, Procreate
- Audio Hardware/Software: D.A.W.s: Logic Pro, Ableton, Pro Tools, Professional Field Recording, Troubleshooting
- Tools & Platforms: Project Management (Asana/Jira), DAM Systems, Remote Recording Tools (Riverside.fm)

Professional Experience

Multimedia Producer

Ambry Genetics

May 2022 – April 2026

- 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
- Photographed various company events and corporate headshots for employees and executives
- Filmed CEO, Scientists and C-Suite videos for marketing, social media and thought leadership
- Produced and animated original videos for explainers, training, culture events, lab week events and human resources
- Produced motion graphics for video, social media, webinars, digital ads and websites for three different companies

Creative Director

Genomic Life

September 2018–January 2022

- Designed a comprehensive marketing plan and strategy for a science start-up
- Hired and managed designers, copywriters and social media managers
- Helped our CEO and board members with the acquisition of over 30 million dollars of funding in three years (Series B)
- Filmed, recorded, edited and produced videos, audio, webinars and remote digital conference content for executives
- Built websites and produced web content
- Worked with an agency to rebrand the company
- 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, Concept Artist, Storyboard Artist and Designer

The AIM Agency

August 2004-July 2014

- Developed creative and multimedia (videos, commercials, experiential events) for large brands like Sony, Nestlé 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



Work Experience (continued)

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