

CREATIVE DIRECTOR

A purpose-driven Creative Director with over 25 years of agency and in-house experience in branding, retail packaging, merchandising, and all forms of print and digital marketing. Skilled at leading cross-functional teams and translating strategy and insights into compelling creative solutions that solve problems, drive engagement and deliver measurable results. Demonstrates superior project management skills with a passion for innovation and continuous improvement.

WORK EXPERIENCE

CREATIVE DIRECTOR

2023-Current

First Brands Group

A global automotive parts company, Emporia, KS

(acquired Hopkins Manufacturing Corporation)

- Head creative strategist and contributor of multi-channel marketing content for 50+ brands including FRAM, Autolite, TRICO, ANCO, Michelin, Philips, Cardone, Centric, Raybestos, Carter, REESE, Bulldog, Fulton, and Hopkins
- Mentor and manage a global creative team with expertise in all areas of print and digital content creation
- Develop insight-grounded creative solutions that improve shopability, drive engagement and enhance the user experience
- Communicate with key internal and external stakeholders to clearly articulate the creative vision and strategy
- Steer the creative process from concept to completion, ensuring alignment with marketing goals and business objectives
- Serve as brand ambassador, maintaining brand integrity and ensuring visual consistency at all touchpoints
- Partner with major customers to design and develop custom retail merchandising to enhance the shopping experience and drive sales
- Implement processes to streamline operations, increase efficiencies, and improve creative output
- Manage relationships with customers, external agencies and suppliers

DIRECTOR OF CREATIVE SERVICES

2006-2023

Hopkins Manufacturing Corporation

A leading manufacturer of automotive aftermarket parts, Emporia, KS

- Oversee development and implementation of product launch marketing plans, advertising and retail merchandising strategies for 30+ brands including Bell, Rain-X, Body Glove, OxiClean, Arm & Hammer, Mossy Oak, Hopkins Towing Solutions, Blazer, SubZero, Mallory, FloTool, and AutoSpa
- Build, mentor and lead a 12-member creative team specializing in art direction, design, photography, video, 3D, motion graphics, web, ecomm and digital marketing
- Work closely with sales and marketing to develop retail, digital and category review strategies to grow and retain business in excess of \$300M
- Serve as the chief brand steward, upholding brand standards, setting the creative tone and maintaining brand consistency at all touch points
- Conduct grass-roots research, A&U studies and consumer testing to help drive a deep understanding of the end-user and shopper habits
- Manage department, budget, media plans, tradeshow and events
- Successfully launched a digital overhaul initiative with emphasis on branding, content and SEO strategies, increasing ecomm revenues by over 20% YOY
- Always seeking improvements to processes and operational efficiencies that drive results to the bottom line. Developed an in-house print on demand process that saves over \$250k annually
- Increased department productivity levels over 15% and improved brand consistency by designing and developing a corporate intranet site that allows key stakeholders access to sales and marketing tools

WORK EXPERIENCE CONTINUED

ART DIRECTOR

2004-2006

TWO WEST marketing + communications

Advertising agency, Kansas City, MO

- Led a team of creatives responsible for the development of print and digital advertising and promotional materials for Sprint, NFL, Honda, American Century, Guy's and Truman Medical Center

SENIOR DESIGNER

2001-2004

AGI, Inc.

International packaging design agency, Overland Park, KS

- Designed and developed packaging and retail merchandising solutions for Walmart, K-Mart, Grayline and Skilcraft

DESIGNER

2000-2001

Hallmark Cards

Greeting cards company, Kansas City, MO

- Designed greeting cards, merchandising and promotional materials for Disney, Warner Bros., Harley-Davidson, Barbie and Precious Moments

EDUCATION

COLLINS COLLEGE, Tempe, AZ

Associate Degree in Visual Communication - 2000

ACHIEVEMENTS

AAPEX Packaging Innovation Award

OXICLEAN TOTAL INTERIOR CLEANER

Overall retail presentation with integrated bi-level scrubbing brush cap

AAPEX Packaging Innovation Award

HOPKINS TOWING SOLUTIONS

Sustainable packaging with improved retail shopability

Multiple Gold, Silver & Bronze Reader's Choice Awards

BRAKE BUDDY

Print and digital ad campaigns

AMA Fountain Award

TWO WEST

Self-promotional direct mail campaign that focuses on the value of great branding

Silver OMNI Awards

HONDA

Regional commercial highlighting the original launch of the Ridgeline truck

THE POT SPOT

Branding and self-promotion

Bronze OMNI Award

TWO WEST

Self-promotional greeting card

CORE VALUES

EMBRACE AND DRIVE CHANGE + BUILD RELATIONSHIPS AND TRUST + PURSUE GROWTH +
TAKE INITIATIVE + BE ADVENTUROUS + DO MORE WITH LESS – KISS + QUALITY WITHOUT
COMPROMISE + CREATE FUN AND AUTHENTICITY + PASSION IS NOT OPTIONAL