

CREATIVE DIRECTOR  
(Aug 2022 - Present)

**DOLLS KILL**  
Fashion Retailer

- Led a 30+ team covering content, design, marketing, social, and ecomm, balancing in-the-weeds execution with high-level business strategy.
- Shaped the creative strategy for launches, campaigns, and collaborations across all channels, driving revenue and brand awareness.
- Reduced creative costs by 70% and accelerated speed to market by streamlining internal workflows.
- Transformed the brand's editorial approach into a dynamic, social-first engine that expanded reach and deepened engagement.
- Launched new sales channels like TikTok Shop and Whatnot live shopping, adding new revenue streams and community growth.
- Increased social engagement 35% through data-backed content, trend-driven ideas, and storytelling that connected with core audiences.
- Drove activations, partnerships, and events, that built loyalty and delivered measurable traffic and sales lift.

CREATIVE CONSULTANT  
(Sep 2021 - Jul 2022)

**FREELANCE CREATIVE**

- Developed multi-channel brand campaigns and social-first content for clients in beauty, fashion, and lifestyle.
- Directed site redesigns and digital brand refreshes, aligning visual identity and UX for conversion growth.
- Managed production from concept to launch, including photo/video, casting, and creator seeding.

CREATIVE DIRECTOR  
(Sep 2019 - Sep 2021)

**FURTUNA SKIN**  
Italian Luxury Skincare

- Accountable for end-to-end creative vision, owning all interactions & touch-points (.com, photo/video, paid/organic social, packaging, etc).
- Led website redesign, resulting in 200%+ increase to conversion rate & 50% increase to AOV.
- Established and maintained brand guidelines, primary + secondary packaging systems, web style guides & all collateral.

CREATIVE DIRECTOR  
(Apr 2018 - Sep 2019)

**CREATE TRIBE**  
Influencer Branding Agency

- Developed and launched influencer-driven brands, digital storefronts, and activations.
- Directed branding, content, and site UX strategy for celebrity and influencer products.
- Managed cross-functional creative teams, ensuring brand cohesion across social, content, and ecommerce.

CREATIVE DIRECTOR  
(Jul 2017 - Mar 2018)

**ACCENTURE (FORMERLY WEBLINC)**  
Ecommerce Agency

ART DIRECTOR  
(May 2016 - Jul 2017)  
SENIOR UI/UX DESIGNER  
(Jan 2015 - May 2016)

- Responsible for total creative output of ecommerce agency portfolio (200+ clients).
- Developed omni-channel commerce experiences and site optimizations that improved conversion and retention.
- Notable brands include: Free People, Reformation, Sanrio, BHLDN, Lonely Planet, NastyGal, and The Bouqs.

CREATIVE DIRECTOR  
(Nov 2008 - Dec 2015)

**COHERE**  
Branding & Marketing Agency

- Built and launched brand identities, visual systems, and websites for consumer goods, hospitality, and lifestyle clients.
- Directed integrated campaigns across digital, social, and experiential, blending storytelling with conversion-focused design.
- Mentored and scaled a cross-disciplinary team of designers, copywriters, and strategists to deliver award-winning creative work.

**EDUCATION**

Temple University  
Film & Media Arts (2003- 2007)