

BIO

With nearly a decade of strategy, creative, development and leadership experience, I have had the opportunity to gain practical experience in virtually every aspect of digital production for a range of clients, including Hershey, Coca-Cola, Quaker, Kraft, Campbell's, Peter Piper Pizza, Paradise Bakery and the Phoenix Suns.

Overcoming complex challenges through the use of technology is my passion; the ever-changing landscape, my drive; and my ability to quickly educate and adapt, my greatest asset.

Capabilities

Creative Direction
Digital Strategy
Information Design
Usability
Project Management
Social Media Strategy

HTML5 / CSS3 / jQuery
PHP / MySQL
Objective-C / Cocoa Touch
Open Graph / PayPal / Google APIs
WordPress / ExpressionEngine
Magento / X-Cart

cPanel / WHM
AdWords / Facebook Ads
AS2

Work History

DIGITAL DIRECTOR // *Santy*

February 11' - Current

While focused on building out the digital practice, my primary responsibilities focus on managing departmental growth strategies, budgets, recruiting/maintaining talent (art and engineering), new business acquisitions, Facebook application development, Open Graph integration, mobile development, creative direction, analytics and data analysis.

DIGITAL STRATEGIST // *Santy*

March 10' - January 11'

Oversaw planning, team management (artists and engineers) and new business strategies for an established agency with national brands. Initially tasked with restructuring a poorly planned party management system development project for an international pizza chain. To date, the system that was completed on time and under budget, has produced an estimated 10 million dollars in revenue and processed more than 100,000 unique reservations. Development related tasks include front end (HTML, CSS, jQuery) and back end (PHP, MySQL, Expression Engine, WordPress).

SR. FRONT END ENGINEER // *AIR Integrated*

June 07' - February 10'

Led a struggling traditional agency into the digital space through client and staff education, talent recruitment, strategic planning, project management and project execution. Development related tasks included front end, back end (PHP, MySQL, SQL), Flash (AS2), mobile (web), as well as all information design and up front project scoping.

STRATEGIST / ART DIRECTOR / ENGINEER // *DBC Designs, LLC (freelance)*

January 07' - Current

As the owner/operator of a successful freelance business, I have executed a variety of digital projects ranging in complexity from social marketing strategies to web based applications. One such application was a customized, enterprise level, project management solution (see Courtside Creations) for the Phoenix Suns.

Education

BACHELOR OF ARTS IN GRAPHIC DESIGN

Art Institute of Phoenix

COMPUTER SCIENCE

South Dakota School of Mines & Technology