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## Hey there!

I'm a Creative Director with 10+ years of experience scaling creative teams in agency and in-house settings. I am passionate about leading growth in dynamic environments and enhancing customer engagement through high-impact digital and physical experiences across the globe.

## Education

Rochester Institute of Technology  
BFA in Graphic Design


## Skills

### Hard Skills

Adobe Creative Cloud, Illustrator, InDesign, XD, Photoshop, After Effects, Premier, Figma, Google Suite, Microsoft Suite, Monday, Slack, etc.

### Soft Skills

Thought Leadership, Self-Starter, Collaboration, Time Management, Communication, Strategic Planning, Challenge Seeker, Team Player, Cross-Functional Leadership, Executive Presence

Made it to the bottom? You must be curious! Let's chat soon. 

## Recent Experience

### **Drata** | **Creative Director** | **July 2024-September 2024**

- Led corporate rebranding efforts aimed at positioning Drata up-market, targeting a more mature enterprise audience. Collaborated cross-functionally with marketing leaders, product teams, and ELT to align the brand with strategic goals.
- Fostered a culture of creativity and innovation, challenging the status quo to drive efficiency and disrupt traditional processes.

### **Gainsight** | **Creative Director** | **January 2024-Present**

- As the head of the design department reporting directly to the CMO, I managed a global team of creatives and a network of freelancers to ensure seamless execution of creative projects across multiple channels.
- Oversaw the marketing website and web team, implementing strategies to enhance user engagement and improve online presence.
- Directed the creation and distribution of all campaign and marketing materials, aligning with brand standards and business objectives.
- Led a comprehensive corporate rebranding project, overseeing all aspects from conceptualization to execution, ensuring the brand's evolution was communicated effectively both internally and externally.
- Collaborated with the executive team and cross-functional leaders to align on project visions and strategies, ensuring cohesive and unified outcomes across the organization.
- Created and managed the design language of the world's largest Customer Success conference, Pulse, reaching an attendance of over 4,000 people internationally.

### **Gainsight** | **Associate Creative Director** | **November 2021-January 2024**

- Lead, coached, and scaled a growing team from two creative resources to a global department while reporting under the VP of Customer Marketing.
- Served as a thought leader during a pivotal corporate acquisition, guiding the integration of brand strategies and creative direction.
- Developed and implemented design processes that significantly enhanced efficiency and productivity across the design team.
- Spearheaded major design initiatives that drove brand consistency across all digital and print platforms.

### **Gainsight** | **Lead Designer** | **April 2019-November 2021**

- Established foundational brand standards, crafting a cohesive visual and verbal identity that enhanced brand recognition and consistency.
- Laid the groundwork for scaling the brand and design department by implementing scalable design systems to meet increasing demands.

### **Manning & Napier** | **Visual Designer & Video Editor** | **November 2017-April 2019**

- Designer and video editor dedicated to maintaining brand standards and corporate asset creation across web, digital, and print experiences.
- Recipient of two American In-House Design Awards for the Financial Industry.