



experience

FREELANCE ASSOCIATE CREATIVE DIRECTOR // 2009, Jul 2017 - present

Client list includes Luxury Escapes (AU) and Tone Networks (USA)

YOGA TEACHER // Sept 2018 - Jul 2019 // Melbourne, AU

Teaching weekly yoga classes at Yoga Corner, Radiant Sol and LaVida Health

ASSOCIATE CREATIVE DIRECTOR, CLEARResult // Oct 2010 - Jul 2017 // Austin, TX USA

Previously held titles: Art Director, Senior Graphic Designer, Brand Specialist, Communications Coordinator

- Act as the lead knowledge holder and creative strategist by providing clear creative direction, mentorship and career planning for both direct and indirect reports on the creative team
- Facilitate brand stewardship of dozens of utility client brands ranging from nascent to mature
- Elevate the work of nine full-time design and freelance staff while ensuring it's on-brief and on time
- Awards
 - 2016: AESP's Energy Award for Outstanding Achievement in Non-Residential Marketing & Communications [Pacific Gas & Electric]
 - 2015: Hermes Creative Gold Award [Efficiency UNITED website refresh]
 - 2014: MarCom Gold Award [Consumers Energy 2013 Income-Qualified Annual Report]
 - 2014: Content Marketing Silver Award for Best Government Publication [Energy Efficiency Idea Book for the City of Garland, TX]
 - 2013: Ragan Communications award for the Best Rebranding Campaign [CLEARResult]

RESOURCE DEVELOPMENT COORDINATOR, Central Texas Food Bank // Sept 2009 - Oct 2010

Previously held title: Community Relations Assistant

Communications and development support for a department of 18 staff members

proficiencies

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

community

- Led a donation-based community slow flow with 100% of proceeds benefiting the Australasian Leukaemia & Lymphoma Group // Oct 2018
- 2015-2016 Black Fret member and design volunteer
- Team LIVESTRONG runner // 2011 & 2015 Austin Marathons; 2013, 2014 & 2016 Austin Half Marathons
- Texas Exes Life Member

education

- 500-hr Vinyasa certification, Moksha Academy of Yoga // Jun 2018 // Melbourne, AU
- The University of Texas at Austin, Bachelor of Science in Advertising [Texas Creative] // 2008