

QUALIFICATIONS

- Collaborative creative professional experienced in the creation and execution of branding, advertising, web, direct response, packaging, collateral and event communications.
- Strong creative/art direction abilities with over 20 communications industry awards for creativity and effectiveness.
- Skilled at building brand value and awareness through identity, imagery and messaging.
- Insightful strategic analysis and critical judgment in the development of effective concepts, designs and messaging based on program objectives.
- Success driving domestic and international business growth.
- Diverse industry experience including financial services, human resource management, high tech, retail, manufacturing, consumer package goods, healthcare and government.
- Excellent project management, communication and organizational skills.
- Success building and managing internal and external creative marketing teams.
- Comfortable working in fast-paced environments where collaboration and multi-tasking are required.

EXPERIENCE

Creative/Art Director 2008 - present

- Freelance art direction, design, production, project and vendor management for projects including annual reports, advertising, collateral and tradeshow properties.

Director Marketing Communications 2005–2008

Taleo Corporation, Dublin, California *\$144M global enterprise talent management software company*

- Led branding, web site strategy and management, design, writing, and production for print and online channels.
- Drove new brand launch through web, collateral, direct response, advertising and events, elevating awareness and status of Taleo in the marketplace.
- Helped position Taleo as the clear leader in Gartner's 2008 eRecruitment Software Magic Quadrant Evaluation with marketing execution receiving high marks.
- Supported 30% international market revenue growth with limited resources.
- Produced critical new product launch demos for use in field sales meetings resulting in an immediate positive impact on new product sales.
- Defined and enforced brand standards across all marketing communication channels.
- Created hierarchical product, service and education offering structure to improve website and collateral usability.
- Supervised SEO and web metrics. Increased unique site visitors to Taleo.com by 40% annually.

Creative Director 2000–2005

PeopleSoft, Pleasanton, California *\$3B global enterprise software company*

- Led development of corporate, product, industry and service demand generation and marketing programs across channels including print, online, collateral, advertising, events and tradeshows.
- Expanded department capabilities to include direct response, new media and production studio to deliver over 250 projects per year. Production studio resulted in \$250K annual savings.
- Built award winning creative department of eight, managing 400% department growth over five years.
- Helped generate 91 press articles and \$40 million in revenue from annual Executive Leadership Summit program. Increased attendance by 250% over four years and raised the quality of attendees to 90% Directors and above.
- Led brand management efforts including development of branding guidelines.
- Managed \$400K annual budget within + / - 2% variance, year over year.

Creative Director 1999–2000

BI Performance Services, San Ramon, California *Performance management incentive company*

- Creative/art direction of all phases of communication projects: proposal writing, concept development and client presentation of on- and off-line communications.

Creative/Art Director 1990–1999

RAM Design Group, Oakland, California *Consumer packaged goods graphic design agency*

- Creative/art direction for a variety of consumer packaged goods companies including Clorox, Mother's Cookies, Ortho, Sun Diamond, The Seagram Classics Wine Company, Spreckels and White Castle.
- Led in-house and freelance creative resources on POS, packaging, sales collateral and identity projects.

EDUCATION

Bachelor of Science degree, Applied Art and Design, concentration: Graphic Design
California Polytechnic State University, San Luis Obispo