
PROFESSIONAL SUMMARY

I build brands that don't just look good—they connect and drive measurable impact. With over two decades of experience, I specialize in building brand ecosystems that scale—combining strategy, language, and design into a cohesive platform for connection and impact. My expertise spans brand development, integrated marketing, audience engagement, and working with leadership, creative teams, and cross-functional stakeholders to deliver results. I thrive in both big-picture brand positioning and the fine details that ensuring campaigns resonate and every touchpoint aligns with business goals and target audience needs.

EXPERIENCE

RespondHealth | Branding Director (Contract)

2016 – 2021

Led the full-scale rebrand and strategic positioning of MyOwnMed (RespondHealth) as it transitioned from a provider-patient model to a medical technology platform supporting clinical research. Partnered closely with the CEO and cross-functional team to establish a scalable, cohesive brand architecture, refine messaging, and develop materials that strengthened industry credibility and investor engagement.

- **Brand Strategy:** Defined a structured brand ecosystem with cross-channel consistency across communications, digital platforms, and investor materials. Led strategic brand refinements that positioned the company as a leader in clinical trial technology.
- **Marketing Strategy:** Developed brand mark, identity, guidelines, and collaborated on UX/UI for the platform and patient app. Built an expanded asset library and produced marketing, sales, PR, and outreach materials.
- **Engagement:** Developed pitch decks and branded content to support the CEO in securing Board engagement, investor funding, and strategic partnerships. These efforts contributed to company growth and a Gates Foundation grant for digital health expansion.
- **Digital Expansion:** Extended brand identity to include COVID-19 public health tools with integrated custom assets for the ECOS Platform Symptom Tracker, while improving UX/UI for community-facing applications

People's Community Clinic | Creative Director & Copywriter, Special Events (Contract)

2015 – 2023

Led creative strategy, branding, and marketing initiatives for high-profile fundraising and community engagement campaigns for a mission-driven healthcare organization. Partnered with leadership to develop compelling creative solutions for materials that elevated audience engagement and strengthened brand visibility in support of fundraising growth.

- **Brand Strategy:** Developed high-impact creative for biannual fundraising events, refreshing People's established identity while engaging donors and increasing contributions
- **Audience Engagement:** Designed cross-platform materials—including direct mail kits, event graphics, staff incentives, merchandise, and social media content—to amplify engagement and reach key audiences
- **Milestone:** Created People's 50th-anniversary identity system, including a custom logo, style guide, and asset library to support brand consistency across all touchpoints
- **Digital Strategy:** Developed a virtual campaign and donor direct mailer during COVID-19, maintaining donor participation and financial support amid event restrictions

The Tiny Publisher | Brand Strategist | Creative Director (Contract)

2019 – 2022

Led the full-scale brand development and launch of a boutique publishing house dedicated to amplifying women's voices. Partnered with the founder to define brand positioning, messaging, and visual identity, while overseeing marketing, digital strategy, and the successful release of its first publication.

- **Brand Architecture:** Established company name, tagline, mission, and strategic messaging to create a

cohesive, scalable brand ecosystem aligned with long-term positioning

- **Cross-Platform Launch:** Designed and implemented an integrated brand experience across ecommerce UX/UI, product design, social media, and marketing channels
- **Audience Engagement:** Built brand loyalty and community through values-based storytelling, consistent editorial tone, and unified design across digital and print platforms
- **Publication Production:** Edited, designed, and produced the launch title with custom interior layout and cover design, contributing to a 75% sell-through of the first print run within six months

SpoodlesDoodles: Tall Tails and Short Stories | Illustrator

Ongoing

What started in 2012 as personal daily doodles capturing the everyday shenanigans of my two Standard Poodles grew into a beloved social media illustrated brand. Encouraged by followers, I began creating pet portraits that captured the unique spirit of each pet and launched an Etsy shop filled with whimsical gifts and pet-inspired creations.

- **Custom Portraits:** Created over 150 commissioned pieces, including a 30-animal veterinary series and custom critter branding for pet-related businesses in CA, MT, TX, and NC
- **Ecommerce Shop:** Launched and managed an Etsy shop offering stationery, prints, home goods, rubber stamps, and seasonal best-sellers like custom holiday cards and ornaments.
- **Social Media Engagement:** Built a loyal global audience, driving 58% of Etsy shop traffic, resulting in a 139% increase in visitors over five years
- **Operations & Fulfillment:** Oversaw all ecommerce operations, including order fulfillment, packaging, inventory, customer service, and sustainability-focused packaging to create a highly rated customer experience

One Purple Poppy | Founding Partner and Creative Lead

2004 - 2012

Led a creative studio specializing in custom branding and event design for high-impact celebrations, such as weddings, baby showers, and graduations. Directed the entire creative process from concept to execution, working closely with clients to deliver personalized, keepsake-quality designs that exceeded expectations. Focused on creative leadership and client collaboration, ensuring each project aligned with client goals and contributed to the growth of the business.

Lisboa, Inc. | Agency Principal and Creative Director

1998 – 2000

Directed brand strategy for diversity-driven advocacy campaigns. Managed a six-person creative team in developing community outreach campaigns and cross-channel creative for national public service campaigns, including NHTSA Child Pedestrian Safety, reaching 20M educators, first responders, and caregivers annually. Optimized workflows to improve client engagement, reducing response times by 10% and change orders by 25% through process optimization.

GMMB | Art Director for Johnson & Johnson Safe Kids Worldwide

1993 – 1997

Directed national branding and design for Johnson & Johnson's Safe Kids Worldwide initiatives. Managed 150+ projects annually, overseeing print, digital, and event materials that engaged policymakers, corporate sponsors, and families. Collaborated with Scholastic Magazine and Bell Sports on national safety initiatives.

EDUCATION: Bachelor of Fine Arts; The University of Texas at Austin

AWARDS: ADDY, AAF, PRSA, AAPC, ADC, PIA, and ProMax for branding, design, and campaign excellence.