

## PROFESSIONAL EXPERIENCE

### Brand Marketing Creative for Lee Jeans - Kontoor Brands LLC Apr 2022 - Present

- Develop and manage brand styling standards, ensuring a strategic, trend-forward direction for visual assets across all mediums, driving consistency and innovation.
- Lead end-to-end production for special projects, including art direction for 10+ editorial and e-commerce photo shoots (\$20K-\$100K per project), 5+ catalogs, web content, and press materials, ensuring annual brand alignment.
- Oversee photo shoots and video production, maintaining creative vision and consistency, contributing to an average of 77% NTF consumers.
- Conduct market research to identify key consumer insights, driving a 49% increase in brand equity through data-driven strategies.
- Collaborate with marketing teams, agencies, and influencers to create integrated campaigns that resonate with target audiences and boost brand engagement.
- Manage cross-functional communication for PR initiatives, producing briefs for go-to-market plans, media placements, and events, leading to a 400% increase in media coverage.
- Coordinate event planning with partners and teams to ensure on-brand, trend-relevant execution of brand events.
- Optimize processes to support PR events, outreach strategies, and a \$1M annual budget, providing quarterly reporting to drive continuous brand improvement.

### Photo Studio Production - Kontoor Brands LLC Oct 2020 - Apr 2022

- Established improved styling, lighting, and editing standards for consistent, quality images and 30% increase in studio productivity.
- Collaborated with brand partners, internal sales teams, and stakeholders to ensure seamless execution of visual requirements and timely project delivery for 2k+ styles per season
- Organized and managed freelance talent, negotiated rates, provided creative briefs and oversaw communication with post-production teams for retouching and image uploads.
- Managed invoicing, freelance contracts, work orders, and operating expenses with 100% budget compliance, increasing transparency and accountability
- Implemented a comprehensive strategy to facilitate continuous achievement of key performance indicators, contributing to the studio's growth and success year-over-year.

### Stylist, Art Director - Charlie V Alex LLC Jan 2015 - Present

- Collaborated with cross-functional teams (designers, copywriters, developers, photographers) to produce visually compelling campaign imagery and projects.
- Demonstrated creative direction both on set and throughout the post-production process, collaborating closely with art direction, brand marketing, and digital design teams to fulfill their unique project requirements and vision.
- Contributed to setting styling, photography, and lighting standards, ensuring a cohesive and visually compelling output.
- Supported studio pre-production teams to optimize workflows, adapt to evolving project requirements, and guarantee high-quality results.
- Consistently booked for high-quality, high-volume work due to a positive attitude, strong attention to detail, and a track record of minimal errors, ensuring client satisfaction and repeat business.

### Visual Merchandising Manager Jan 2010 - Jan 2016

- Brands include: Tommy Bahama, Pottery Barn, West Elm, Von Maur
- Window display, Floor sets, Trend Analysis, Sales reports, Inventory, Etc.

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## EDUCATION

Bachelor of Fine Arts - Savannah College of Art and Design

Sept 2008 - May 2012