

QUALIFICATIONS

Strategic and creative marketing leader with over 10 years of experience driving brand growth, leading cross-functional teams, and delivering high-impact marketing and design initiatives.

Proven success building brand identities, leading digital campaigns, and advancing user-centered design strategies in UX/UI to enhance brand perception and customer engagement.

Strong background in data-driven decision-making, team mentorship, and scaling marketing operations to meet business goals across diverse industries.

Combines creative vision with business acumen to drive results, elevate brand storytelling, and lead high-performing marketing and creative teams.

NOTABLE SKILLS

BRAND IDENTITY & CREATIVE DIRECTION

Brand Strategy, Identity Development, Logo Design, Branding Systems, Art Direction, Creative Concepting

MARKETING STRATEGY

B2B and B2C Marketing, Digital and Direct Mail Campaigns, Social Media Management, Copywriting, Email Marketing, Lead Generation

TEAM LEADERSHIP & PROJECT MANAGEMENT

Team Development, Mentorship, Cross-Functional Collaboration, Budget Management, Campaign Planning, Vendor Management

UX/UI & DIGITAL EXPERIENCE

UX Research, Wireframing, User Journeys, Responsive Web Design, CMS Management, WordPress, Wix) High- and Low-Fidelity Prototyping

MULTIMEDIA & PRODUCTION

Videography, Photography, Podcast Production, Event Branding, Trade Show Marketing

SOFTWARE SKILLS

DESIGN & CREATIVE TOOLS

Adobe Photoshop, Illustrator, InDesign, After Effects, Adobe XD, Figma

WEB & UX/UI PLATFORMS

WordPress, Wix, HTML, CSS, CMS Management

PROJECT & WORKFLOW MANAGEMENT

Airtable, Monday, Harvest, HubSpot

EXPERIENCE

Quality Rehab Management MARKETING MANAGER

FULL-TIME - HYBRID - DALLAS, TX
JUN 2021 - Present

- Led multi-platform brand overhaul, overseeing logo redesigns, web redesigns, and full identity systems to elevate brand perception and consistency.
- Directed launch of internal marketing initiatives, boosting engagement (9.45% participation, 14.5K+ views) and achieving a 1,337% ROI.
- Managed cross-functional teams, aligning creative execution with business goals across digital, web, and internal campaigns.
- Developed custom dashboards and analytics tools to track engagement, document usage, and user behavior.
- Mentored design and marketing teams, guiding UX, content, and visual strategy across websites, campaigns, and internal platforms.

Doss Designs, LLC CREATIVE DIRECTOR

PART-TIME - KANSAS CITY, MO
DEC 2021 - Present

- Led brand identity, website design, and creative strategy for clients across B2B, lawn care, pest control, healthcare, and real estate industries.
- Designed and launched ROI-focused direct mail and digital marketing campaigns, exceeding industry benchmarks.
- Directed client branding, social media strategy, and creative production, ensuring alignment with brand goals.
- Oversaw a team of designers and vendors, managing timelines, creative direction, and project execution.

Charlotte Street Foundation GRAPHIC DESIGNER

CONTRACT - KANSAS CITY, MO
SEPT 2020 - JUN 2021

- Created visual communications, event branding, and promotional materials for artist residencies, exhibitions, and public programs.
- Designed digital and print marketing assets, boosting event attendance and community engagement.
- Collaborated with artists, curators, and program staff to align creative execution with organizational goals and brand identity.

Brent Kallenbach, LLC GRAPHIC DESIGNER

CONTRACT - KANSAS CITY, MO
FEB 2020 - FEB 2021

- Designed logos, brand guides, and marketing collateral customized to client audiences and business goals.
- Produced digital and print assets, including brochures, business cards, social media graphics, and event materials.
- Strengthened client messaging and brand positioning through cohesive visual storytelling.

Pro Turf & Pro Pest, LLC MARKETING TEAM LEADER

FULL-TIME - BELTON, MO
MAY 2018 - JULY 2020

- Led small cross-functional marketing team, partnering with Sales Director to develop regional growth initiatives.
- Directed creation of flyers, brochures, and localized marketing campaigns tailored to regional service areas.
- Streamlined internal workflows to boost marketing efficiency and maintain consistent brand messaging.
- Oversaw project timelines, creative direction, and brand consistency across digital, social, and print media.

EDUCATION

Missouri Western State University B.A. IN GRAPHIC DESIGN & ILLUSTRATION, MAGNA CUM LAUDE

University of Michigan

MARKETING LEADING TEAMS SPECIALIZATION CERTIFICATION