

*Energetic and creative professional with more than 25 years experience working in an in-house agency, for a global Fortune 500 company, creating award-winning designs that increased sales and created growth.*

## Qualifications

- Leader of a creative team that designed and executed B2B and B2C marketing communications projects and campaigns
- Outstanding project management skills with a clear understanding of deadlines and budgets
- Ability to articulate and communicate concepts with the capability to execute the job to the end
- In-depth knowledge of branding execution, from corporate brand guidelines to brand architecture to customer journey
- Experienced with new product launches and integrated marketing communications
- A team player that solves problems to provide a true differentiation and a competitive advantage across all media

## Experience

### **EASTMAN CHEMICAL COMPANY**

Kingsport, TN | 1992–2017

#### **Senior Graphic Designer**

I was a senior graphic designer for the in-house agency at Eastman Chemical; a Fortune 500 company. I designed and executed various tactics for all of the business organizations worldwide. I led projects in strategy, branding, concept development and messaging, to final design and execution. I worked on high-profile projects, such as winning the Malcolm Baldrige Quality Award in 1994 to the launch of Tritan™ copolyester in 2009. In 2011, I was lead creative for the Sustainability Report, which won multiple design awards. In 2012, I was instrumental in the new product launch of Perennial Wood™ at the International Home Builders Show, one of the few consumer-facing products marketed by Eastman. Then in 2013, I was appointed to serve on the corporate brand team. In that role, I managed the Eastman brand from interior designs at all global offices to fully integrating acquired brands into Eastman's brand structure. In the last three years I was on the interview team for all new Marketing Communications creative team hires. Since 2014, I was the lead designer for the Specialty Plastics Business Organization.

As a highly creative professional, my design skills included:

- Marketing and corporate collateral
- Art directing still and video shoots
- Sales kits which include various types of custom package creation
- Trade show exhibits and environments; this includes from small pull up banner stands to large display exhibits
- Print and electronic ads
- Direct mails
- E-mail blasts
- Digital and web design
- Sales presentations
- Art directed and managed work loads of junior members of the design team
- Maintained a data base of printers, photographers, illustrators, writers, copy editors, freelance designers, advertising agencies, and specialty vendors

## **Experience** *(continued)*

### **PHOTO DESIGN**

Bristol, TN | 1987–1992

#### **Art Director**

Designed and executed collateral and point-of-purchase displays for an array of clients, which includes: TPI corporation, Hunter ceiling fans, MMFG and Home Depot.

### **HOMER ADVERTISING**

Kingsport, TN | 1985–1987

#### **Graphic Designer**

Designed and produced a broad range of promotional marketing materials for clients, which includes: Aeronautical Accessories and Bristol Compressors, Inc.

### **FREELANCE WORK**

Kingsport, TN | 1985–Present

Various graphic design projects such as collateral, logos, and illustrations for a diverse group of clients from medical centers, restaurants, and book publishers.

## **Other Skills**

### **Expert in the following programs:**

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat),  
Microsoft PowerPoint

### **Proficient in the following programs:**

Dreamweaver, Muse, Premiere, Microsoft Word, Excel, iContact

### **Other areas of expertise:**

Electronic and traditional illustrations, video storyboards, all areas of print production, web wireframes, collaboration with writers, photographers, 3D artists, videographers, and web developers

## **Education**

**East Tennessee State University** | Johnson City, TN

B.F.A., Graphic Design 1985

## **Awards**

Received more than 50 awards from organizations including the American Advertising Federation, Society of Technical Communications, and The Printing Industry of the Carolinas, Inc.

Awards include Gold and Silver Addys, Judges Choice Awards, Best in Category, and Best of Show