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What I look for:

A creative leadership role within a chance-taking, status-quo-smashing agency(internal or external). One that respects its clients, it's people and the business with sincerity, honesty and overflowing buckets of passion.

Experience

Group Creative Director

TracyLocke, Feb. 2014 - Present

Currently leading the LEGO business with a group of "hybrid" idea and crafts people. I help guide our group and inspire action in the pursuit of breakthrough creativity. We support LEGO globally with owned retail, Flagship Grand Openings, .com, seasonal and product campaigns - Consisting of many digital and physical media touchpoints.

Senior Art Director

Motive, June 2013 - Feb. 2014

I held a mid-level creative role on conceptual and design assignments for Mountain Dew, Pepsi and Hard Rock brands. Responsible for TV, Print, POS, Experiential, Web and OOH materials.

Senior Art Director

OtterBox, Nov. 2011 - June 2013

Lead conceptual development for OtterBox brand campaigns, new product launch campaigns and current line refresh campaigns. See through execution in all inner departmental activation.

Associate Creative Director

Tracylocke, Nov. 2007 - Nov. 2011

Worked on three different teams over the course of four years. Pepsi Sports, Pepsi Food service and Gatorade. Main responsibilities included: art direction, insight and idea creation, team management and mentorship, building client relationships.

Advertising Intern

Gyro Worldwide, June 2007 - Nov. 2007

Assisted with creating and developing anti-ad campaigns for the Philadelphia Duck Bus tours, faux newspaper articles and delivered Steve Grasse's lunch...

Education

B.F.A. Ad Design, May 2007
Syracuse University

Awards

2022 Reggie – Bronze

LEGO Flagship Store Opening - Barcelona

2016 Addys – 3 Silver & 2 Bronze

T-Mobile Times Square
T-Mobile Chicago Station
T-Mobile 700 MHZ
Dallas CVB B&G Installations
Dallas CVB LA Food & Wine Event

2013 ADCD - Top Honors

Design - Broadcast

OtterBox Armor Series

2012 Effie - Silver

New product Service Introduction

G Series FIT at Walgreens

2010 Cannes Lions - Bronze

Integrated Media Campaign

Gatorade Replay Season 2 & 3

Skills

MacOSX and Windows operating systems, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Lightroom, Adobe Bridge, Adobe Premier, Adobe Audition, Adobe Dimension, Adobe XD, Microsoft Office, Keynote, pencil, pen, ink, and charcoal.

I also love to take pictures, make videos, paint, draw, sing, and yell. I believe the key to directing anything proficiently is to be able to do it yourself.