



**PROFILE**

Accomplished Creative Manager and talented graphic designer routinely acknowledged for his uncanny leadership and ability to translate the needs of business into designs, while balancing art with function. Believes no detail is too small, failing is necessary to succeed and respect is earned, not awarded. A creative leader with the unique ability to bring a group together in which people are motivated to excel.

**PROFESSIONAL ACHIEVEMENTS**

- Awarded best campaign materials by the National Hockey League for the St Louis Blues regular season
- Designed the 2005 NASCAR Craftsman Truck Series brand identity logo
- Founded and mentored a paid intern program at TRG Group resulting in 100% placement for each intern and netting a 50% reduction in freelance expenses
- Awarded the first ever “Excellence” award by TRG Group for creative leadership and company commitment
- Outlined and directed Victorinox Travel Gear photo and video shoots accumulating a library of 200+ images and videos that positively impacted campaign materials and increased product sales on a global scale
- Redesigned Alexander Manufacturing’s corporate catalog helping to propel them to \$12mm in sales that lead to its best year in its 40 year history
- Qualified to conduct post production needs for print, video and digital materials
- Successfully re-energized two creative teams leading them to best in class campaign materials
- Established an in-house creative department that saved the company over \$100,000 the first year
- Plan and manage yearly budgets, recommend annual cost saving based on company objectives resulting in an average of 5%-10% cost savings over the previous year
- Proficient conducting annual performance reviews and setting individual goals aligning with overall department and company objectives
- Experienced business traveler on both a domestic and international level

**PROFESSIONAL EXPERIENCE**

**VICTORINOX SWISS ARMY, INC.** | 10/2014 to present

**TRG GROUP** | 1/2009 to 10/2014 (Acquired by Victorinox AG)

Bridgeton, MO | [www.swissarmy.com](http://www.swissarmy.com)

Graphic Design Manager – Design retail campaigns, catalogs, packaging, POS, sales materials, digital assets as well as direct photo and video shoots, manage prepress and print for in-house creative department. Additional responsibilities include a management position with Marketing that leads the creative team and works directly with project managers from the North American subsidiary as well as the Brand Team located in Ibach, Switzerland. Duties include concepting ideas, managing projects, providing art direction based on creative briefs and brand standards, presenting solutions to internal and external teams while leading discussions to ensure creative fulfills objectives and reviewing all final production materials for distribution.

**ALEXANDER MANUFACTURING COMPANY** | 2/2005 to 12/2008

St Louis, MO | [www.alexandermc.com](http://www.alexandermc.com)

Creative Director – Designed ads, printed materials, catalogs and sale’s supported materials for in-house creative department. Additional responsibilities included a chair on the leadership team, managing the production art department and planning a yearly budget. A complete redesign of the company’s catalog played a key role in propelling Alexander to its best sales year in the company’s 40 year history.

**PROFESSIONAL  
EXPERIENCE**  
(cont.)

**JUMP COMPANY** | 7/2004 to 11/2005

St Louis, MO | [www.jumpcompany.com](http://www.jumpcompany.com)

Senior Art Director – Designed ads, brochures, collateral material, direct mail, corporate and program logos, print promotional material, posters and presentations from concept through production. Worked directly with clients along side account executives to execute highly effective solutions. Client work included Creve Cor Mortgage, Devansoy, Jackson-Hewitt Tax Services, KILZ, Midland States Bank and NASCAR. Successfully designed the NASCAR Craftsman Truck Series brand identity logo. Lead designer for all 2005 NASCAR collateral material ensuring a consistent look and standard for all projects.

**FLEISHMAN-HILLARD** | 10/2000 to 6/2004

St Louis, MO | [www.fleishmanhillard.com](http://www.fleishmanhillard.com)

Senior Art Director – Designed ads, annual reports, brochures, collateral material, direct mail and logos from concept through production. Client work included The St. Louis Blues, Emerson, Harley-Davidson, MIT, Old National Bancorp, SBC, and Tesoro. Promoted from Art Director to Senior Art Director in 2002. Guided junior-level designers and interns on projects and was part of the quality-assurance team. Lead designer for Old National Bancorp's 2001-2003 annual reports, including development, presenting and executing yearly themes. One of three team members assigned to create the St. Louis Blues collateral material, winning an award from the NHL for best overall season campaign in 2002.

**COMPUTER  
EXPERIENCE**

Solid understanding of InDesign, Illustrator, Photoshop and Acrobat using the latest version of Adobe Creative Cloud as well as Microsoft programs Word, Excel, Power Point and Outlook. Familiar email software includes SilverPop, Lyrus and Market Volt. All software operating on an Apple operating system.

**EDUCATION**

BFA – Graphic Design, Arizona State University

**CLIENTS**

