

## EXPERIENCE

**FREELANCE ART DIRECTOR, DESIGNER, EDITOR**

JUNE 2000 - PRESENT

POLLYD.COM

Provide full range of creative direction, design, writing and editing services for B2B and B2C clients. Long-term contract work has included publication development/management and informational graphics design. Currently on contract with Ivie & Associates catalog department.

**SENIOR ART DIRECTOR**

FEBRUARY 2009 - SEPTEMBER 2011

THE LTV GROUP/HOUSINGWIRE

Provide artistic conceptualization, technical production, project management, client and internal communication, organization, planning, leadership and problem solving on print and interactive projects including custom publishing, packaging, signage, identity, advertising, event marketing and UX design.

Responsible for all aspects of design, layout, planning and production for monthly national B2B real estate economy magazine, quarterly supplements, coffee table book series, two annual directories and various quarterly and semi-annual custom publications.

Other duties include supervising junior creative staff, contracting and managing freelance designers and photographers, directing photo shoots, leading internal creative reviews and presenting projects to clients. Manage vendor relationships and oversee print production. Research, develop and implement methods to improve internal workflow, communication and file organization. Identify project obstacles; develop and implement solutions.

- Initiated, researched, developed, implemented and maintained comprehensive ad booking platform for in-house publications to eliminate errors and facilitate reporting and tracking
- Initiated, designed and implemented portal.housingwire.com, a self-service website for advertisers, creating an asset for the HousingWire brand unique to the B2B media industry
- Developed strategic production cycle and process to improve internal reviews, alleviate deadline pressures on creative and editorial staff and allow more focus on agency work

**CREATIVE DIRECTOR / MANAGING EDITOR**

JUNE 2008 - FEBRUARY 2009

TYLER HOME RENOVATIONS

Responsible for all editorial and design aspects of the magazine. Creative responsibilities included client ad campaigns, editorial and advertising photography, editorial design and promotional and sales materials. Also served as public relations director (generated press releases, organized promotional events, coordinated distribution) and managing editor (proofed and edited all content, brainstormed editorial content, wrote articles).

- Completed total redesign, rebranding of the magazine

## ADDITIONAL EXPERIENCE

**GRAPHIC DESIGNER**  
AMERICAN CLASSIFIEDS

**GRAPHIC DESIGNER**  
FASTSIGNS

**GRAPHIC DESIGN INTERN**  
HOUSTON ASTROS

**PUBLICATIONS INTERN**  
RICE UNIVERSITY

**ALL-STAR FAN FEST OFFICE MANAGER**  
MAJOR LEAGUE BASEBALL

**EVENT MANAGER**  
RICE UNIVERSITY ATHLETICS

**ACTIVITIES COORDINATOR**  
THE PINES CAMP

**MARKETING ASSISTANT**  
TYLER WILDCATTERS BASEBALL

## PROFESSIONAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop), Adobe InCopy
- Over 10 years of professional experience in both publishing and agency settings
- Identity & brand standards development, brand guardianship
- Marketing, advertising, periodical and book art direction and design
- WordPress site management, UX/GUI design
- Research, data processing, informational graphics development and design
- Marketing and editorial copy writing, copy editing (AP Style), product naming
- Project management, job trafficking, vendor liaison, print & packaging RFQs
- Team management, process development and implementation
- Event planning, staffing and management

## AWARDS, HONORS &amp; AFFILIATIONS

- **2010 OZZIE AWARD, MAGAZINE FEATURE DESIGN, SILVER**  
Presented by FOLIO: Magazine, the Ozzie Awards program is the largest competition in magazine publishing, featuring over 2,000 entrants annually.
- **2010 TABBIE AWARD, MAGAZINE COVER DESIGN, SILVER**
- **2011 TABBIE AWARD, MAGAZINE FEATURE DESIGN, HONORABLE MENTION**
- **2011 TABBIE AWARD, MAGAZINE TABLE OF CONTENTS DESIGN, HONORABLE MENTION**  
Presented by Trade, Association and Business Publications international, in partnership with the American Society of Business Publication Editors, the Tabbies recognize excellence in B2B publishing internationally.
- **2008 ACP AWARD, ADVERTISING DESIGN, SILVER**  
Associated Collegiate Press honors visual design excellence in the college press. ACP awards are open to entries from over 20,000 student journalists nationwide.
- **VARIOUS STATE-LEVEL COLLEGIATE PRESS DESIGN & WRITING AWARDS**  
Award categories include: Layout & Design, Advertising Design, Digital Illustration, Information Graphic Design, Single Subject Presentation (writing & design), Feature Writing, News Writing, Column Writing.
- **MEMBER OF MENSA INTERNATIONAL**
- **NATIONAL MERIT SCHOLAR**

## EDUCATION

**RICE UNIVERSITY**

1999 - 2003

ENGLISH, SPORT MANAGEMENT

Additional coursework in journalism, typography, business and marketing.  
Founding member of Sport Management Society.

**TYLER JUNIOR COLLEGE**

2007 - 2008

JOURNALISM, COMMUNICATIONS

Recipient of T.B. Butler Publishing Co. journalism scholarship.  
Editor in chief of student paper; Founding member of Apache Press Club: President (2008).

## CONTACT INFORMATION

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REFERENCES AVAILABLE UPON REQUEST