



— EDUCATION —

- **Bachelor of Fine Arts**
International Academy of Design & Technology
San Antonio, Texas
Graduated 2013
- **Associate of Applied Science**
Texas State Technical College
Waco, Texas
Graduated 2004
- **Printing Specialization Certification**
Texas State Technical College
Waco
Certified in 2003

— AWARDS —

- **Won 16 ADDY awards**, including six gold ADDYs
- **UHV Society for Critical Exchange Winter Theory Institute**
Won the 2015 Best of Print Poster ADDY
- **Won 10 College Sports Information Directors of America awards** - Best Cover for Single-Sport program and first place twice for Single-Sport Schedule Card design
- **Marcom Platinum Award**
2015 Winter Theory Debt Poster
- **360 Press Solutions** - 2015 PIA Graphex Award of Excellence
- **Houston Advertising Federation Award**
Outstanding Achievement Award
- **Graphic Design President Award** - Certificate of Appreciation for Valuable Contributions and Certificate of Excellence for Outstanding Service as President

SUMMARY

Strategic marketing leader with over 13 years of experience in higher education, specializing in large-scale institutional rebranding and operational leadership. Proven track record as the creative lead for two major brand transitions, including the shift to Texas A&M University-Victoria. All while maintaining deadlines for web, print and campus event campaigns. An expert in utilizing project management systems to align creative workflows with high-level marketing objectives that drive student enrollment, donor engagement, and long-term brand equity.

EXPERIENCE

TEXAS A&M UNIVERSITY-VICTORIA, Creative Services Manager, 2018-Present

- ▶ Oversee the design and production of university publications, collateral materials, direct mail, and recruitment marketing materials
- ▶ Manage graphic designers by overseeing their workflow, delegating projects, approving all created material to ensure we are following our university brand and style guide
- ▶ Meet with departments, listen to their project needs, specifications and translate their requests into designs or campaigns
- ▶ Provide creative solutions for marketing and branding initiatives in support of the University
- ▶ Setup photo-shoots with a professional photographer. Oversee and give direction to the photographer on all photos taken to ensure photos meet university quality and standards
- ▶ Approve marketing materials from other departments, including ads, web pages, digital signs, graphics and logos to check for quality and staying consistent with our university brand
- ▶ Interact with a wide variety of commercial print vendors to secure bids and negotiate prices

TEXAS A&M UNIVERSITY-VICTORIA, Graphic Designer, 2012-2018

- ▶ Solely was responsible for designing all A&M-Victoria athletic marketing materials, such as baseball, and soccer Game Day programs; schedule cards, posters, flyers, banners and ads
- ▶ Helped increased attendance at UHV sporting events and financial support for Athletics
- ▶ Prepared artwork according to required specifications for commercial print jobs, newspaper and magazine publications, and web applications
- ▶ Engaged with university administrators, faculty and staff to come up with creative ideas and unique ways to advertise and promote events and programs
- ▶ Designed posters, flyers, handbills, brochures, postcards, advertisements, bus wraps, signs, logos, digital signage and banners