

## OVERVIEW

Seeking a leadership role in a growing digital practice. I have a driving passion for the Internet and more than a decade of hands-on experience creating outstanding work for the web.

## CASE STUDY

### **Slurpee® / 7-Eleven - Interactive Creative Director, 2008-2010**

Lead client pitch to win initial engagement for a new website. Launched new website and digital platform ("Slurpee Nation™") in 30 days. Over the course of two years I have been instrumental in building a close and highly collaborative partnership with the client. This relationship has led to countless new opportunities and business successes. Together, we have:

- rechartered the Slurpee Brand
- built the Slurpee Nation member database to over 200,000 active members
- launched and maintained a Facebook presence that today has over 1.2 million fans
- launched 2 national Battle of the Bands competitions
- launched campaigns for mega-partners ranging from Marvel's Iron Man to Domo®

The success of the Slurpee Nation platform led to the creation and launch of the new Facebook-optimized "Slurpee World" platform in April 2010. In addition to the business success and fan recognition, the Slurpee work has been honored with 8 Addy® awards at local, regional, and national levels.

## EXPERIENCE

### **The Integer Group - August 2007 to present**

Interactive Creative Director

Clients: Slurpee, FedEx Office, Emerald Nuts, Entenmanns, Thomas' English Muffins, Georgia O'Keeffe Museum

### **IMC2 - June 2004 to August 2007**

Associate Creative Director

Clients: Procter & Gamble, Secret, Tampax, Olay, Millstone Coffee, Slurpee, Actonel, Prilosec, Clarinex

### **Synhrgy HR Technologies - June 2002 - March 2004**

UI Design Lead

### **MarchFirst - June 1999 - February 2002**

Senior Web Designer

Clients: JC Penney, Centex Homes, Dell, ATT Broadband

### **EDS - April 1997 - June 1999**

Web Developer

## EDUCATION

Stephen F. Austin State University, Bachelor of Science in Communications, December of 1996

## EXPERIENCE SET

- Digital Strategy
- Social Media
- Internet / Digital / Multimedia Creative
- Online Advertising
- Online Loyalty Programs
- Online Couponing
- Online Sweeps & Contests
- Scalable Online Promotional Programs
- Digital Channel Specialty Advertising (XBOX, SONY PS3, Instant Messenger Clients, Mobile)
- Blogging
- Viral Apps
- Search Marketing
- Web Application Design
- Websites & Microsites
- Web Analytics
- Brand Management

## HONORS

- 2010 AAF National Addy for The Slurpee Brand Essence Book
- 2010 AAF District 10 "Special Judges Award" for The Slurpee Brand Essence Book
- 2010 AAF District 10 "Gold Addy" for The Slurpee Brand Essence Book
- 2009 AAF District 10 "Gold Addy" for Consumer Website: www.slurpee.com
- 2009 AAF District 10 "Silver Addy" for Online Campaign: The Slurpee Nation
- 2009 Dallas Ad League "Silver Addy" for Online Campaign: The Slurpee Nation
- 2009 Dallas Ad League "Silver Addy" for Consumer Website: www.slurpee.com
- 2008 AdAge W3 Award "Silver" for Arts - Georgia O'Keeffe Museum Website
- 2008 AdAge W3 Award "Silver" for Copywriting - Slurpee.com
- 2008 AdAge W3 Award "Gold" in Food & Beverage - Slurpee.com
- 2008 IMA "Outstanding Achievement" Award - Integer Dallas Holiday E-Card
- 2007 IMA "Best in Class" Award - Secret.com Website
- 2007 IMA "Outstanding Achievement" Award - Regeneration-Partners Website
- 2007 DSVC Student Show, Session Speaker - "How to be a Web Design Rock Star"
- 2005 WMA "Standard of Excellence" Medsurge Advances Website