



intelligent design

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***Executive Creative Director, Ethical AI Certified, Prompt Engineer, Behavior, Change Marketing Specialist
Brand Development, Motion Designer, Video Editor, Illustrator, Digital Creative Director, UI/UX Designer***

SUMMARY: Delivering insight-driven, behavior-shifting creative that drives real impact. I have led award-winning campaigns for public and private sector clients, specializing in healthcare, tourism, and financial services. My approach blends emotional intelligence with strategic thinking—bringing brands to life through integrated campaigns across TV, digital, social, print, and experiential channels. I've built and managed high-performing creative teams, guiding concept through execution with a focus on purpose, clarity, and measurable results. I am a strategic partner to clients and a collaborative leader who inspires teams, manages budgets with discipline, and shapes creative that earns attention—and ROI. I'm also experienced in operational growth, building scalable systems and launching new services to strengthen agency profitability.

WORK EXPERIENCE:

Evok Advertising, Lake Mary, FL

Vice President/Executive Creative Director

July 2011 - Present

I get paid to create award-winning advertising that makes businesses grow. Clients range from companies just beginning to market themselves or introduce new products or services, to established national businesses seeking to strengthen their image, awareness among consumers and overall brand position. The team I lead dedicates itself to fully understanding who the clients audience is and what's important to them and what motivates them to action. We produce creative with a distinctive image and brand position that reaches their target markets with effective precision while staying on time and on budget. For me to achieve this, clients need to be happy with the creative work and service. It's important that I deliver on both fronts, and we have fun doing it.

Benedict Advertising, Daytona Beach, FL

Executive Creative Director

May 1998 - 2011

At Benedict Advertising, I led creative direction and campaign development for a broad range of clients across tourism, healthcare, consumer products, and lifestyle brands. I was responsible for brand strategy, message development, and full-scale execution across TV, digital, social, print, web, and experiential media. My focus was always on building ideas that sparked connection and drove measurable impact. I managed multidisciplinary teams, oversaw large-scale production efforts, and delivered work that was both creatively bold and strategically sound. From launching new brands to revitalizing legacy ones, I helped clients find their voice and turn it into results.

NXTFX Advertising, San Francisco, CA

Creative Director

March 1994 - Feb 1998

Clientele ranged in size from the small manufacturer to major corporations. Primary responsibility was to interface with clients from a diverse market, providing information and guidance in the development of catalogs, brochures and print ads. Directed photo sessions, supervised art production and created comprehensive proposals for catalog layout, ad campaigns, development and execution of all interactive services. Promoted to partner in January of 1995. Next Fx received several write ups including articles written in Vibe & The Source Magazine for its innovative style in advertising. Partial client list included Tommy Boy Records, Buzz Net Magazine, Pacific Bell/IBM and The Kimpton Group.



HubSpot
Certification



Google
AdWords
Certified



Google
Mobile Sites
CERTIFIED INDIVIDUAL



Google
Shopping
Certified

Google
Partner