

Business Savvy Creative Professional



The Allen Company, 2011–Present (Broomfield, CO)

Creative Services Manager

- Contracted external agency to develop brand strategy and new retail packaging. Liaison between agency and company. Oversaw work met key objectives.
- Re-structured department from a production team to a highly skilled collaborative group that handles concept and development of packaging of 900+ SKUs, store displays, ads, marketing collateral and lifestyle and product photography.
- Worked extremely closely with sales, product development, and supply chain departments, championing team's ideas while meeting project goals.
- Balanced workload between internal creative team and external overflow, ensuring client needs were met. Matched team members with projects/roles suited to their strengths.
- Allocated internal and external photography resources to achieve needed lifestyle and product photography for over 200+ new items. Includes art direction, shot lists, guidelines.
- Managed internal budgets and 3rd party contracts and retainers.

Rocky Mountain College of Art + Design, 2009–2013 (Denver, CO)

Professor, Graphic Design Department

- Mentored and coached students from various disciplines: design, illustration, and fine art to achieve success in course materials, team-building and professional development.
- Built courses in Photoshop and Professional Practices (about business of design). Provided articulate, actionable creative direction and feedback to help students develop creative and technical skillsets.

Mighty Fudge Studios, 2009–2011 (Boulder, CO)

Account Executive / Print Production Manager

- Core team member on Walmart Marketside account. Launched 200+ SKUs for the \$1.5+ Billion private label brand. Doubled sales in 13 months.
- Achieved consistent on-time delivery through development and implementation of project cycle roadmaps, processes, production standards, and graphic brand standards to ensure high-quality, quick speed to market.
- Art directed and managed freelance and staff designers, photoshoots and project timelines across multiple brands. Ensured quality work done on time and budget.

RE/MAX International, Inc., 2002–2009 (Greenwood Village, CO)

Art Director, Graphic Designer at Worldwide Headquarters

- Liaison and collaborator with multiple internal departments on various company initiatives including organizing cohesive conference and convention experiences for event attendees.
- Fostered strong team dynamic. Guided designers through challenging on-boarding process. Art directed additional designers to secure on-time delivery of various projects.
- Piloted successful relaunch into luxury market through bold renovation of visual identity system of The RE/MAX Collection brand: logo, yard sign, advertising and collateral.
- Partnered with Vice Presidents and Commercial team to conceptualized long-term position and strategy for RE/MAX Commercial brand.

The Wildlife Experience, 2002–2003 (Parker, CO)

Graphic Designer

- Established cohesive exhibit experience for celebrity artist LeRoy Neiman. Worked directly with Mr. Neiman on the exhibit catalog. Influenced gallery layout and developed exhibit panels, collateral, invitations, press kits and advertising.
- Shaped user experience for the Grand Opening via environmental graphics, including wayfinding, large-format, retail, gallery and exhibit panels for two permanent installations.

Testimonial

Michael and I worked together for about a year. During that year she proved to be reliable, flexible, and a great problem solver. She offered great insight and recommendations and proved to be a great partner. I would gladly work with her again.

– Katharina Bethea, Buyer at Target

Education

Rocky Mountain College of Art + Design
Denver, Colorado
Summa Cum Laude, Valedictorian

Professional Organizations

AIGA Colorado:
Social Media Chair, 2012–2013
Treasury Co-Chair, 2008–2010

Software

- Adobe Creative Cloud
- Microsoft Word, Excel, Powerpoint
- Wordpress, CMS (Web Admin)
- Basecamp Project Management
- ProofHQ Cloud Proofing

Awards and Recognition

- Hermes Platinum Award and GD USA In-House Award
The RE/MAX Collection Brochure
- MarCom Gold Winner
Renowned Properties Marketing Kit
- GD USA In-House Award
RE/MAX International Corporate Report

References

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