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view my portfolio*

## • Skills

Creative Suite  
Web Design  
Java/CSS/HTML  
Email Marketing  
SMS Marketing  
OTT/OOH  
Social Media  
Print Advertising  
Digital Advertising  
Team Management  
Art Direction  
Copywriting  
Script Writing  
Photography  
Branding  
Logo Development  
Campaign Management

## • Education

### Bachelors in Film & Theatre

2004-2007  
San Jose State University

### Associates Degree

2002 - 2004  
Fresno City College

## • About

Innovative and results-driven Marketing Professional with over a decade and a half of experience spearheading design and marketing strategies. Expert in creative direction, campaign management, branding, and digital advertising, with a proven ability to drive brand growth, engagement, and ROI. Award-winning creator recognized for a sharp eye for detail and a commitment to delivering high-impact results across diverse industries, including Hospitality, Entertainment, Food & Beverage, Non-Profits, Education, and Automotive. A strategic leader passionate about transforming creative visions into compelling, revenue-generating campaigns.

## • Work Experience

**Creative Director** 2025 - Present  
**SSA Inc.** Fresno, California

Lead the creative vision and execution of integrated, multi-channel brand, campaign, and content initiatives from concept through delivery, partnering with executive leadership to translate client goals into bold, high-performing creative. Define and evolve brand voice and visual identity, oversee concept development, design direction, and messaging, and mentor multidisciplinary teams to deliver cohesive, innovative work across digital, social, video, and experiential touchpoints. Grounded in customer insight and performance data, balance timelines, resources, and creative ambition in fast-moving environments while fostering a collaborative culture that encourages smart risk-taking, drives measurable impact, and builds lasting brand loyalty.

**Digital Marketing Manager & Art Director** 2021 - 2025  
**Table Mountain Casino Resort** Friant, California

Lead and manage a cross-functional creative team of designers, photographers, videographers, and social media managers. Developed and executed comprehensive creative strategies for multi-channel marketing campaigns, including TV, Radio, OTT, OOH (Out-of-Home), Email, SMS, Web, Social Media, Direct Mail, and On-Property Collateral. Ensured consistent brand identity across all digital and physical platforms. Spearheaded full-cycle creative campaigns from concept through execution, delivering high-impact promotions and customer engagement initiatives. Successfully designed and implemented targeted promotional campaigns, give-aways, and lead-generation strategies to drive brand awareness customer-retention, and new customer acquisition.

**Art Director** 2016 - 2021  
**Wind Creek Casinos & Hotels** Atmore, Alabama

Led and managed a team of graphic designers and creative professionals to ensure high-quality design output across multiple multi-million-dollar casino properties. Maintained and enforced brand standards consistently across various channels, including OOH (Out-of-Home), Social Media, Television, Digital Advertising, Direct Mail, and On-Property Collateral. Directed the creative strategy and execution for diverse marketing campaigns, driving engagement and brand consistency. Coordinated and scheduled video and photo-shoots, collaborating with both in-house talent and external agencies to deliver compelling visual content. Successfully delivered creative assets that met tight deadlines while aligning with business goals.