

**A CREATIVE DIRECTOR. A CREATIVE FORCE.**

Equipped with a broad base of practical experience, a passionate drive to solve creative and design problems, and an uncanny intuition for marketing, I am seeking employment as a Creative Director or similar lead creative role within a company with a culture of high collaboration, wit and enthusiasm.

INDEPENDENTLY DEVELOPED**2002 - Present: Scorpio Creative, Owner & Principal**

- + Developing brand & creative strategy; marketing campaigns; print & web design; event creation and promotion; client management.
- + Creative contractor and outsource coordination; Creative and marketing problem-solving and strategy development.
- + Over a decade of practical experience in all facets of brand marketing & creative development, helping develop strategy for smaller companies.
- + Helped small businesses evolve into leaders within their own industry.

1996 - 2003; Mike Hoffman Design, Senior Design Principal

- + Graphic design; brand & identity development; project management; firm promotions and client relations; brand expansion; print design & advertising
- + The firm's "#2 man," helping increase revenue and tripling client base for company.
- + Worked with many larger companies in entertainment media.

1993 - 1996; Graphics Express / Spire Express

- + Manager of large format print fulfillment and prepress production

2002 - Present: The Next Level, PhysiQademy & The PhysiQulture Collaborative;

Owner, Head Coach

- + Created, developed and implemented a globally unique physique sports leadership program that transforms elite athletes into community and entrepreneurial leaders.
- + Managed several promotional platforms, including web, print outreach, event promotion, social media and direct networking.
- + Successfully managed complex curricula and management systems on a shoestring budget.
- + Headhunter for talent and skills that may be marginalized or overlooked via traditional scouting methods.

1989 - 1993; Carnegie Mellon University

- + B.A. in Creative Writing and Cultural Theory

DESIGN CAPACITIES

- + Logo & identity development
- + Brand theme compliance
- + UX concept direction
- + Website & UI layout and concept
- + Print design
- + Campaign creative
- + Design theme expansion

TECH SAVVY

- + Guru of Photoshop, Illustrator and InDesign
- + Online CMS interface expertise
- + Proficient film & sound editing skills
- + Understanding of CSS, HTML and basic web languages
- + Dramatically fast learning curve for new software

MAIN ASSETS

- + Brand strategy & creative development on a leadership level
- + Graphic design with a mighty background in print, copywriting and web
- + Broad range of practical experience

CREATIVE CAPABILITIES

- + Graphic design
- + Marketing strategy
- + Social media development
- + Page layout & documentation design
- + Campaign conceptualizing & execution
- + Presentations & production
- + Promotions, trade show & display design
- + Copywriting

ADD-ONS & EXTRAS

- + Photo & video shoot management
- + Market research
- + Illustration and cartooning
- + Event promotion
- + Photography & image manipulation
- + Animation & film storyboarding
- + Voiceover and audio drop

IN CONTEXT

- + Actor & performer, including voiceover, performance/event hosting and comedy
- + Fiction, poetry and script writer
- + Spoken word performer
- + Podcast host & on-air personality
- + Competitive physique athlete; bodybuilding competition & strength competition
- + Strength & athletics coach
- + Philosophy & mysticism enthusiast
- + Social issue conscious

