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Creative Director, Brand Creative & Visual Storyteller

I believe that great design is about connections. With three decades of experience under my belt, I've helped both startups and global companies build brands that actually mean something to their audiences. I'm not just a creative director who points from the sidelines; I love being hands-on and getting my hands dirty. Give me a fast-paced environment, a clear strategy, and a creative challenge, and I'll give you a brand that performs.

Experience

Co-Founder & Partner, Creative & Brand Lead

On Spot Studio • Remote • Aug 2025 – Present

A marketing and brand-building studio focused on creating marketing systems with staying power.

- Lead creative strategy and brand vision for all clients from initial positioning to final launch.
- Build brand systems and digital experiences focused on quality, consistency, and usability.
- Partner with leadership at startups and global brands to align brand identity with business growth.

Senior Creative Lead (Remote)

Kimo Inc • Contract • Feb 2024 – Aug 2025

Portfolio management company specializing in premium beverage and spirits brands.

- Developed innovative creative strategies to enhance brand awareness and audience engagement.
- Designed advertising campaigns that drive significant increases in brand recognition.
- Monitored industry trends to ensure creative assets remain fresh and relevant.

Senior Brand & Creative Consultant (Remote)

Set Jet • Contract • Nov 2022 – Feb 2024

Membership-based private jet charter service delivering a true luxury experience.

- Designed marketing and branding strategies that strengthened the company's presence.
- Led advertising initiatives that increased brand visibility and customer engagement.
- Ensured creative materials aligned with current industry trends and audience preferences.

Director of Creative (Remote)

WRAP • Jan 2021 – Oct 2022

Global leader in public safety technology (Nasdaq: WRAP).

Guided the creative team on strategy, positioning, and content to drive growth for a fast-paced global B2B brand.

- Led creative direction for a global B2B public safety brand across all marketing channels.
- Repositioned the brand in partnership with an external agency, refining messaging and identity.
- Directed campaigns that translated business goals into scalable, high-performing creative.

Creative & Marketing Manager

Blade-Tech Industries • Streetsboro, OH • Mar 2019 – Dec 2020

Global manufacturer of carry gear for military, law enforcement, and civilian markets.

Elevated creative quality across all channels, driving brand engagement for retail, digital, and product touchpoints.

- Led brand, marketing, and creative across e-commerce, retail, and digital channels.
- Directed packaging, product marketing, and promotional campaigns.
- Built and managed a Shopify Plus site with custom development and integrations.

Creative Freelance Consultant

Creative Freelance Consultant • Scottsdale, AZ – Cleveland, OH • Jan 2016 – Mar 2019

Delivered creative solutions and marketing assets across digital, motion, UI/UX, and print platforms.

- Delivered end-to-end brand, digital, and marketing solutions across diverse industries.
- Partnered with clients to define strategy and execute high-impact creative.
- Designed identity systems, websites, and campaigns tailored to audience and growth goals.

Corporate Marketing Director

Land Advisors Organization • Scottsdale, AZ • Jan 2015 – Jan 2016

Largest U.S. brokerage firm focused exclusively on land sales.

Led a small team executing marketing, branding, and PR for 22 U.S. offices.

- Led a small marketing team responsible for branding, PR, and business development.
- Managed digital marketing, advertising, and corporate messaging initiatives.
- Oversaw social media strategy and external communications to strengthen brand positioning.

Creative Director

Axon (formerly TASER) • Scottsdale, AZ • Jul 2002 – Jan 2015

Technology leader in global public safety with a suite of hardware devices and SaaS solutions (Nasdaq: AXON).

Joined as the first creative hire to scale the startup into an industry leader, managing an in-house agency for print and digital marketing.

- Built and led the in-house creative team from startup through global scale.
- Directed product launches and campaigns contributing to significant revenue growth.
- Developed brand systems, marketing assets, and digital experiences supporting expansion.

Education

Bachelor of Science, Visual Communications Technology

Bowling Green State University

Bowling Green, OH

Patents & Recognition

Three-Cartridge Electronic Control Device

U.S. Patent • Issued Jan 4, 2011, • us D630,290

TASER International, Inc.

Registered Trademark

Registered Trademark • Issued Mar 9, 2009 • us 4,517,938

TASER International, Inc.