

SUMMARY

Creative Director and Content Specialist with extensive experience in video production, brand storytelling, and digital marketing. Known as a "Swiss Army knife" for seamlessly bridging creative vision with technical execution across broadcast, digital, and branded content. Lead end-to-end campaigns for major networks and top trailer houses, as well as founding and directing creative for my own design agency. Skilled in building high-converting WordPress sites, implementing SEO strategies, and producing video content that drives engagement and performance. Trusted collaborator with a strong eye for detail, a passion for storytelling, and a proven ability to lead teams and projects from concept to final delivery.

SKILLS

- Adobe Creative Suite (Premiere Pro, Photoshop, After Effects, Illustrator, InDesign)
- Avid Media Composer, Final Cut
- Wordpress (with Elementor)
- Social Media Platforms (Meta, TikTok, X)
- Microsoft Office 365
- Yoast SEO, CSS, PHP
- Airtable, Smartsheet, Slack

EXPERIENCE

CREATIVE DIRECTOR/DESIGNER/OWNER, *MAJOR TOM COLLECTIVE*

2020 - present

- Lead branding and marketing projects, using content creation to boost brand visibility.
- Design conversion-focused WordPress websites with Elementor for a seamless user experience.
- Oversaw SEO best practices for WordPress builds, aligning technical setup and content strategy to support long-term growth.
- Designed graphic assets for diverse platforms, including business documents, vehicle wraps, and other branded materials.

WRITER/PRODUCER/EDITOR/FINISHER, *THE CW NETWORK*

2018 - present

- Created and launched promotional campaigns for high-profile projects such as *100 Days to Indy*, *Trivial Pursuit*, *Scrabble*, *Police 24/7*, *Hostage Rescue*, *iZombie*, *Legacies*, and *Charmed*.
- Managed multiple projects simultaneously, maintaining high-quality output.
- Led brainstorming sessions with the creative team to generate ideas for upcoming projects.
- Collaborated closely with creative directors to align content with creative visions.
- Identified issues and solutions to eliminate backlog and maximize workflows.
- Online editor/finisher/colorist for network broadcast and digitally distributed promos and trailers.

WRITER/PRODUCER/EDITOR, *NBC ON-AIR PROMO*

2015 - 2018

- Developed and executed promotional campaigns for high-profile projects such as *American Ninja Warrior*, *The Voice*, *Timeless*, *Blindspot*, and *Chicago P.D.* that generated millions of views across social media platforms.
- Streamlined post-production workflows, significantly enhancing project turnaround times.
- Guided junior editors, fostering collaborative and skill-enhancing environment.

EDITOR, *MOCEAN*

2012 - 2014

EDITOR, *THE ANT FARM*

2006 - 2010

- Editor at two of the leading Los Angeles trailer houses, working on such projects as the *Marvel Cinematic Universe*, *The Curious Case of Benjamin Button*, *Call of Duty: Modern Warfare 2*, *Wolfenstein*.
- Conducted quality control checks and engaged in continuous learning to guarantee the highest standards of video production.
- Applied creative problem-solving to overcome editing challenges.

BACHELOR OF ARTS - CINEMA-TELEVISION-ARTS, *California State University, Northridge*