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## SUMMARY

I'm a marketing strategist and communications leader with 15+ years of experience building campaigns, digital media platforms, and audience engagement systems across politics, nonprofits, and media organizations. My work blends digital marketing, content strategy, podcast production, and brand storytelling to grow audiences and drive engagement. I've launched podcast networks, built marketing systems for campaigns, and created digital experiences that increased ticket sales by 200% and supported more than \$2M in fundraising efforts.

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## EXPERIENCE

### Chief Creative Officer (CCO)

Defenestrate Media Group, LLC

February 2016 – Present, Salt Lake City, UT

- Built tailored marketing and branding solutions for clients, including nonprofits, political campaigns, and corporate entities.
- Created and produced a political campaign podcast that raised over **\$2M in funding** and engaged thousands of new donors.
- Directed a team of **7 subcontractors** to deliver high-quality podcasts, digital campaigns, and branded assets.
- Designed and executed logos, websites, sound profiles, and marketing strategies aligned with client goals.
- Personally recorded, produced, and edited all podcast properties, ensuring consistent brand voice and technical quality.

### Creative Director

Wasatch Comic Con

May 2017 – November 2024, Salt Lake City, UT

- Designed and launched a **50+ page WordPress website** with a custom online ticketing system, enhancing usability for **9,000+ attendees annually**.
- Increased online ticket sales by **200% within 4 years** through improved UX and targeted design.
- Created all marketing collateral, including logos, convention guides, guest slates, sales materials, and promotional graphics.

### Art Director

Salt Baked City Magazine

October 2021 – September 2023, Salt Lake City, UT

- Directed the visual identity and creative standards for both magazine and website.
- Established style guides and design systems to maintain consistency across all digital and print deliverables.
- Led brand alignment efforts to strengthen editorial voice and audience engagement.

### Sr. Marketing Compliance Specialist

Security National Mortgage

December 2014 – March 2016, Salt Lake City, UT

- Ensured marketing compliance with federal and **39 state regulatory laws** across all campaign materials.
- Developed and launched video, audio, television, radio, and digital advertising content.
- Directed production teams and vendors to deliver compliant, creative campaigns that supported business growth.

### Director of Marketing

Castle & Cooke Mortgage, LLC

June 2013 – October 2014, Salt Lake City

- Led strategic planning and execution of marketing communications and public relations efforts for nationwide branches.
- Designed marketing and PR initiatives that increased loan officer visibility and improved lead generation.
- Managed the development of collateral, campaigns, and events to support corporate goals.

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## EDUCATION

### Bachelor of Arts, Mass Communications

Minor in Political Science • Metro State University Denver • Denver, CO • 3.80

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## SKILLS

**Core Competencies** – Creative Direction • Marketing Strategy • Brand Development • Project Management • Digital Campaigns • Strategic Communications • Public Relations • Stakeholder Engagement

**Technical Skills** – Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Figma • WordPress • Video Production & Editing • Podcast Production • UX/UI Design • Wireframing • Usability Testing • Copywriting • Social Media Strategy