

Nice to Meet You

A creative leader with a love for guiding teams from concept to launch with strategic thinking to produce visually rich storytelling. Equally passionate about directing creative across platforms, mentoring teams and jumping in to style a set. Recognized for award-winning work for global brands in wine & spirits, food & beverage, lifestyle, and tourism.

Core Skills & Expertise

Creative Leadership & Strategy: Cross-functional creative and production team leadership & mentorship • Client engagement & executive presentations • Strong communication and problem solving • Project management and brand cohesions

Design & Storytelling: Concept development and creative direction • Visual and narrative storytelling
• Brand Identity systems • Color theory, composition and typography • Art direction across print, digital and experiential

Production & Execution: On-set art direction and styling • Multi-disciplinary styling (food, wardrobe, set)
• Production design • Storyboarding and shot decks • Collaboration with production teams • Budget-aware execution

Digital & Interactive: Digital-first content and platform strategy • Creative direction across social and digital channels
• Responsive design systems • Art Direction for E-com, tourism, and editorial platforms • UI/UX collaboration • Brand identity-driven digital and experiential experiences

Tools & Tech: Adobe Creative Suite (Ps, Ai, Id, Ae, Pr) • Figma • Microsoft Office • Generative AI for concepting, prototyping & exploration and visual development

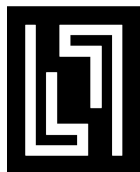
Professional Experience

Sr. Art Director — 9Rooftops Marketing/BFG

2017–2025 | Office / Remote – Hilton Head/South Carolina

Directed multimedia teams in creating visual campaigns for clients in the wine, spirits, food and beverage, lifestyle, and tourism sectors. Aligned brand strategies with creative direction, ensuring consistent and cohesive visual storytelling across all platforms.

- **Sutter Home Wines** — Art-directed creative across platforms (web, social media, retail, experiential). Launched new product lines, Fruit Infusions, Sweet Teas, Tetra Pak, and 5-Liter Boxes. Executed campaigns, *Build a Better Burger*, *Sutter Home for Hope*, *Happiness is Homemade* and *Live in the Vineyard*. *Happiness is Homemade* achieved remarkable success with millions of audience reach and earning a feature in [Adweek](#).
- **Ménage à Trois Wines** — Art-directed creative across web, social media, and experiential platforms. Activations at SF Pride, and new product launches: Decadence, Sparkling Rosé, Luscious, Gold, Bourbon Barrel, Midnight, Lavish, Limelight, and Exotic. These campaigns reached OTT platforms, resulting in 61.3 million+ impressions. They also drove a significant 25% increase in retail depletion.
- **Olive Garden** — Contributed to the winning pitch and oversaw all food visuals for digital, social, and menu. Collaborated with corporate brand managers, designers, and chefs to maintain standards and also start the trend of a perfectly imperfect feel to dishes through their digital marketing.
- **South Carolina Department of Parks, Recreation & Tourism** — Directed visual of photo and video for a portion of the 2024 *Greatness Grown* sector and the 2026 *Visitors Guide* for Discover South Carolina. This resulted in compelling visuals, conveying the story of food and culture across the state.
- **Joel Gott Wines** — Art-directed social-first campaigns with a culinary focus. We developed *Gott for Good* visual identity and a limited-edition poster series.
- **Other Collaborations** — Coca-Cola, Virtuous Pizza, Daou Wine, Outback Steak House, Lolli Wine, PA Turnpike, Swisher Sweet, Fred Rogers Production and Great Dane



**Professional
Experience**

Brand Identity, Restaurant Startup — Leoci's Trattoria

2009–2016 | Savannah, Georgia

Led an award-winning restaurant by crafting a lifestyle-driven brand experience. Successfully created, managed, maintained, and marketed directly to the dining experience while managing a diverse team of 30 employees who contributed to our success. Designed and integrated multi-sensory elements to create harmony and introduced a new culinary movement to Savannah, GA, inspiring the development of a successful all-natural food line.

**Professional
Experience**

Product Design — Leoci's Fine Foods

2010–2015 | Savannah, Georgia

- Developed an all-natural food line inspired by the success of LEOCI'S Trattoria, maintaining a cohesive brand identity and artisanal design approach.
- Led the brand from concept to commercialization, overseeing product development, packaging, and visual storytelling.
- Secured distribution in 63 Kroger Grocery stores, 5 Whole Foods locations, Brooklyn Fare Market (NY), and specialty retailers across GA, SC, and FL.

**Professional
Experience**

Design Director — Nikki Style Magazine

2006–2008 | Miami, Florida

- Generated *Nikki Style* magazine, along with sister magazines, *Grand Sierra* magazine [Reno, NV], *Mode* magazine [St. Barth], Special Edition issues [Cannes Film Festival and Venice Film Festival].
- Created and improved the look and feel of all magazines, support materials, related products, and promotions.
- Supervised a team of design professionals. Responsible for design in all issues.
- Strategized and designed this publication for high-end luxurylifestyle market with distribution in 10 different countries.
- Responsible for all prepress operations; color proofing, pagination, registration and verifying proofs 100% accurate.

Education

- Savannah College of Art and Design - Bachelor of Fine Arts - Graphic Design
- Thames Valley University, London England - British Art & Culture

Contact

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