



RESUME

2026

Senior Art Director

SENIOR ART DIRECTOR + CONTENT CREATOR

→ MOVERS + SHAKERS

APRIL 2026

/ PRESENT

Lead the creative vision and execution of Tim Hortons' social ecosystem and integrated campaigns, developing culturally relevant content and brand experiences across social, digital, retail, influencer, and paid media channels. Collaborate closely with Creative Directors, strategists, copywriters, producers, and project managers to bring ideas to life from concept through production, while serving as a trusted client-facing creative partner. Drive brand relevance by identifying emerging trends, leveraging AI-enhanced creative workflows, and transforming real-time cultural insights into engaging campaigns, product launches, grand openings, content series, and consumer experiences.

SENIOR ART DIRECTOR

→ MOMENTUM WORLDWIDE

AUGUST 2024

/ OCTOBER 2025

Led the creative development and execution of integrated shopper marketing and experiential campaigns for national brands including Kellanova, Dove, Coca-Cola, Sprite, Patron, and Chevron. Directed projects from concept through production while managing a team of creatives and collaborating closely with clients, strategists, account teams, and production partners. Presented creative solutions, developed campaign toolkits and retail experiences, and drove projects with minimal oversight in a fast-paced agency environment.

ART DIRECTOR

→ FITZCO

FEBRUARY 2022

/ MARCH 2024

Developed and executed 360° marketing campaigns, social content, influencer programs, and brand experiences for clients including Welch's, Checkers & Rally's, Hilton, McCormick's, and Southern Company. Led and mentored junior creatives while partnering with copywriters, strategists, and account teams to bring campaigns from initial concept through final execution. Contributed to new business efforts, brand development, and creative presentations that helped grow client relationships and agency opportunities.

ART DIRECTOR + CONTENT CREATOR

→ C&D THE AGENCY

FEBRUARY 2020

/ MARCH 2024

Led creative direction across branding, social media, influencer marketing, and content production for a diverse portfolio of clients included Food & Beverages, Clothing, and Retail. Developed visual identities, managed social campaigns, art directed product photography, and created marketing assets ranging from digital content to print collateral. Helped brands strengthen their presence through strategic storytelling, multicultural marketing initiatives, and visually engaging content.

AWARDS

REGGIE AWARDS DIGITAL MARKETING, 2023
REGGIE AWARDS INFLUENCER MARKETING, 2023
ADDY'S AWARDS, 2024

EDUCATION

BFA ADVERTISING & BRANDING SEPTEMBER 2017
→ SAVANNAH COLLEGE OF ART & DESIGN / MAY 2021

PREMIERE PRO

PHOTOSHOP

ILLUSTRATOR

CANVA

AFTER EFFECTS

CAPCUT

GEMINI/CHAT GPT

ADOBE XD

MICROSOFT

LASHE

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BOUDREAUX

Social Media, 360 Campaigns,
Content Creation, Retail Experience,
Brand Activations, Product Launches