
Digital Marketer with depth of experience in paid digital media – strategy, performance and design.

STATEMENT

I've succeeded throughout my career by always caring about what's on either side of my role in the "assembly line." I support others to meet their goals whether they are my direct reports, or those I'm reporting to.

VALUES

Leadership, Learning, Service, Accountability

EXPERIENCE

Director of Paid Media at Yebo

January 2020 - Present | Richmond, Virginia

Lead strategy and planning for all paid media investments and managed all technology, inventory and dev partners to deliver cohesive performance.

Director of Interactive Media at Barber Martin Agency

November 2013 - December 2019 | Richmond, Virginia

Led paid digital media strategy and measurement and delivered reporting. Managed agency social, defined content strategy, produced blogs, managed dev and digital media partners across programmatic and self-serve tech.

Design Director & Senior Producer at Madison+Main

October 2007 - October 2013 | Richmond, Virginia

In addition to team leadership, art direction and graphic design – built email campaigns, created paid social and display assets engineered for AB testing. Managed vendors and partners to deliver biz goals for clients.

Content Creator, Art Director at RVA Magazine

June 2006 - October 2007 | Richmond, Virginia

Directed layout and created content. Managed contributors and assisted in editorial process. RVA is a curated culture magazine and online community, reflecting the creative movements of Richmond, Virginia.

Art Director at Alternative Apparel / Icebox

January 2001 - June 2006 | Atlanta, Georgia

Led creative execution of retail and corporate apparel programs. Alternative is a lifestyle apparel brand at the forefront of the fashion industry. Icebox decorates the product with printing, embroidery, cut & sew, etc.

Art Director, Illustrator at Elemental Magazine

January 2002 - June 2005 | Atlanta, Georgia

Elemental Magazine was an independently published, internationally distributed hiphop magazine featuring today's household names, before they were considered legendary. MF DOOM, J Dilla, Killer Mike, Banksy etc.

EDUCATION

VCU

School of Business

GSIB – Marketing 2007-2008

Appalachian State Univ.

Art & Technology

BFA, Graphic Design 2001

Woodberry Forest School

Class of 1995

CERTS & AWARDS

IAB Buying & Planning

2016 – Present

Individual Certification

Interactive Advertising Bureau

IAB Interactive Ad Sales

2016 – Present

Individual Certification

Interactive Advertising Bureau

Google Analytics

2014 - 2018

Individual Qualification Certification

Google IQ - UA (Learning GA4)

Google Ads

2013 – 2020

Individual Certification

Search, Display, Mobile & Video

The Richmond Show

2021, 2020, 2018, 2010, 2008, 2007

Cannonballs for Interactive Media & Nontraditional Promotion.
