



WHERE I AM NOW

Executive Creative Director

Evia Events // July 2021 - Present

Report directly to the CEO to provide strategic and operational leadership in a fast-paced and changing industry.

Enable effective, positive, cross-functional collaboration between the Production, Digital Platform and Client Services Teams.

Oversee all marketing and digital communication for our brand and services.

Manage customer facing interactions by selling Evia's value and unique capabilities in the digital event content space.

Engages with clients often to maintain customer satisfaction and deepen relationships.

Lead teams to design innovative, engaging and creative event experiences to produce a strong ROI and 365 engagement for our clients and their attendees.

Implement major departmental changes to streamline work-flow.

Creative Director

Evia Events // 2018 - July 2021

PRODUCT

Strategized with **Salesforce, ServiceNow, Tableau, Amazon** and **AWS** — blending creativity and technology to create engaging, digital event experiences.

Collaborated with the product team to ideate and create unique features and functionalities specific to our client's needs.

Oversaw the creative innovation of customer-focused UX design for our products: Evia Player™, Evia® Platform, Evia Portrait and Evia CMS

BRAND

Motivated all teams in 2020 by supporting them with tools, content and strategies to sell Evia's products and services allowing us to remain competitive in and come out stronger and grow our clientele base.

Managed all content for our corporate site, social platforms and marketing campaigns including video, audio, digital, print, expo booths etc.

Elevated and evolved the Evia brand design and messaging to reflect the changing industry in 2020.

Produced and directed photo shoots, webinars, videos and our podcast, *Hilary Saves the World*.

OTHER PLACES I HAVE BEEN

Associate Creative Director

206Agency // 2015 - 2018

Oversaw digital marketing, site and social execution for two Levi's brands **DENIZEN** and **Signature from Levi's** — both of which were the top two performers in the Levi's portfolio.

Hired multiple photographers, editors and talent for lifestyle and product photo and video shoots.

WHO I AM

I am a **Creative Director, Art Director, Curator, Editor** and **Producer**.

I possess a deep knowledge of all aspects of a **brand's identity**, including typography, iconography, illustration, visual language and messaging.

I am **intuitive, innovative** and **customer obsessed** with an **eye for improvement**.

I am aware of both the **big picture** and **little details** it takes to create **compelling content**.

I believe there is nothing more powerful than the power of **collaboration**.

I negotiate **conflict** and **difficult decisions** with **courage and grace**.

I believe telling stories through imagery, words and music inspire people to **think** and **feel** in new ways.

I surround myself with **smart, curious, passionate** people who challenge me to do **meaningful** work and I give them the **energy** they need to do the same.

I am **fun** and **energetic**.

I have a **Bachelor of Arts** degree in **Graphic Design** from Penn State University.

MY SKILLS

Team Leadership: experience leading multi-disciplinary internal and external creative teams.

Multi-faceted Design: brand systems, package, environmental, experiential, UI/UX, and software product design.

Creative Art Direction: extensive experience directing creative projects, including event experiences, photo and video shoots.

Communication: animated presenter and persuasive communicator.

Adaptive: proactive response to new situations and changing demands.

Collaborative: promote team-building and cooperation across disciplines and departments.

Extensive Knowledge of the Adobe Creative Suite, MS Office Suite, Asana and social media apps.



Worked closely with Levi's VP of Brand and Brand Managers.

Managed all content for video, website, digital/print ads and social outreach.

Senior Art Director

206Agency // 2010 - 2015

Extended **Southwest Airlines'** brand voice, look, and feel to **MLB** baseball and **NFL** football stadiums as well as on-line.

Collaborated on/designed experiential and environmental designs for **Outlook.com, Urban Outfitters, Patagonia, Toyota Motor Company, Amazon, Microsoft** and **Southwest Airlines**.

Led creative direction of and presented materials for **Tory Burch, Tommy Bahama, Eddie Bauer, J. Crew, Lucky Brand, Cole Haan** and **Patagonia**.

Art Director

Seattle Symphony // 2003 - 2009

Upgraded the symphony's brand with modern photography, typography and messaging.

Managed the creative and production of all marketing materials for over 200 symphony performances and gala events.

Implemented major departmental changes to streamline work-flow.

Initiated the partnership with KEXP.

Art Director

Levy&Wurz Channel Mktg // 1997 - 2002

Established the conceptual and stylistic direction of national promotions, POP, package design, in-store and digital marketing for prominent clients such as **Microsoft, Netscape, Autodesk, National Geographic, Barnes&Noble**.

Senior Designer

Procter & Gamble, Cosmetic
and Fragrance Division // 1997

Designed fragrance packaging and POP materials for the larger retailers with a focus on **Cover girl** and **Navy for Men**.