

EXPERIENCE

TruStage

Creative Execution Lead

2024 — Present
Remote

Lead creative execution on Auto & Home email and direct mail acquisition projects, plus secondary Lending coverage, inside a regulated insurance-industry compliance environment.

- Work with writers and designers across every project, authoring briefs, marking up compliance feedback, and translating requestor feedback into creative direction.
- All stakeholder feedback channels through me to the creative team. I make the rulings on what does and doesn't reach them.
- End-to-end project execution from brief intake through final delivery on high-volume A&H email and DM campaigns under tight SLA windows.
- Author briefs that survive multi-round compliance review with no rework triggered downstream.
- Contribute to SOPs and process documentation for the Brand & Creative team.

Midan Marketing

Associate Creative Director (2019—2023) · Senior Copywriter · Copywriter

2014 — 2023
Chicago, IL · Mooresville, NC ·
Remote

Built and led creative for Tyson Fresh Meats and its brand portfolio across a decade.

- Co-authored corporate identity for Tyson Fresh Meats. Ran six years before consolidation, with environmental signage reaching the plant floor.
- Led campaigns across the full brand portfolio under that identity.
- Created, produced, and edited an internal Tyson podcast featuring C-suite guests and industry thought leaders.
- Directed and produced long-form video.
- Trade conference presence and plant-floor environmental signage.

Office Designs

Copywriter

2012 — 2014
Chicago, IL

Content and copy across a B2B e-commerce platform selling commercial-grade office furniture and mid-century modern pieces from Herman Miller, Steel Case, and others.

crowdSPRING

Director of Operations (promoted from Customer Service Associate)

2009 — 2012
Chicago, IL

Joined as the entire customer service team of one. Left as Director of Operations.

- Built the platform's first documented fraud-response protocol across design theft, buyer fraud, and identity fraud in a marketplace of 74,000+ creatives.
- Launched a 200+ article help center that cut dispute resolution from days to hours.
- Hired and trained the three-person customer service team that replaced me, working from documented standards I'd written.

Mess Marketing

Assistant Manager (promoted from Project Manager)

2006 — 2008
Chicago, IL

Cross-functional execution on two major programs: The FARM (R.J. Reynolds / Camel) and AirRaid (24/7 indie music platform).

- Project managed federal-compliance creative for Camel's national independent-music marketing program. SXSW operations, CD compilation series, internal newsletter, executive sizzle reels. Every piece cleared MSA review.
- Editorial production, broadcast operations, on-air talent management, and live-broadcast-with-chat coordination on a 24/7 streaming music platform built four years before Twitch.

EDUCATION

Appalachian State University

Major: Journalism & Public Relations

2001 — 2005

CAPABILITIES

CREATIVE LEADERSHIP

- Brand identity
- Campaign concepting
- Copywriting across channels
- Editorial program design
- Video direction & production
- Podcast production
- Trade show & environmental

OPERATIONS

- Brief authoring
- SOP & process documentation
- Compliance review workflows
- Cross-functional project mgmt
- Stakeholder management
- Evidence & documentation
- Zero ego

TOOLS & PLATFORMS

- Workfront, Workamajig
- Adobe Creative Suite, Figma
- AdTrax
- Zendesk, Desk.com
- Django CMS, eZ Publish
- Microsoft 365, Google Workspace