



CREATIVE & BRAND EXECUTIVE | BUSINESS GROWTH | PRODUCT INNOVATION

Creative and brand leader who helps companies turn strong products into distinctive brands that drive growth. Experience partnering with founders and leadership teams to build brand value, develop products, expand consumer reach, and connect creative strategy to business objectives. Equally comfortable setting direction, leading teams, and executing the work.

SELECTED BUSINESS IMPACT

- **Brand Transformation:** Helped build BOTE from an emerging paddleboard company into a category-defining outdoor lifestyle brand.
 - **Business Growth:** Contributed to 96% organizational growth through brand development, creative leadership, and product innovation.
 - **Product Innovation:** Directed development and consumer storytelling for 100+ products annually across multiple categories.
 - **Brand Expansion:** Built cohesive brand systems supporting growth across eCommerce, retail, digital, campaigns, packaging, and physical products.
 - **Entrepreneurship:** Founded Warbird Collective and Bug Slinger®, developing brands, products, creative systems, and consumer communities from the ground up.
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PROFESSIONAL EXPERIENCE

BOTE | Creative Brand Director | boteboard.com

- Partnered with leadership to evolve BOTE from a paddle board company into a broader outdoor lifestyle brand, connecting product innovation, brand positioning, and consumer experience.
- Developed and maintained the brand's creative direction as the business expanded across product categories, distribution channels, retail environments, and audiences.
- Directed development and creative positioning for 100+ products annually, translating product innovation into compelling consumer value.
- Led multidisciplinary teams and external partners across brand campaigns, eCommerce, retail, photography, video, packaging, catalogs, and experiential marketing.
- Directed integrated product launches and content production from strategy and concept through execution, ensuring consistency across consumer touchpoints.

OUBE | Creative Director | oobe.com

- Joined as the company's third employee, partnering directly with its founders to establish the creative foundation of an emerging premium outdoor apparel brand.
- Helped build brand differentiation through apparel development, identity, photography, catalogs, packaging, and seasonal product storytelling.

Warbird Collective | Founder & Chief Creative Officer | warbirdcollective.com

- Partner with founders and leadership teams to identify brand opportunities, clarify positioning, and develop creative solutions aligned with business objectives.
- Lead brand identity, creative direction, product development, campaigns, content, merchandise, packaging, and consumer experiences from concept through execution.

Bug Slinger® Fly Gear | Founder & Chief Creative Officer

- Built an independent consumer lifestyle brand connecting fly-fishing culture with apparel, product design, and community.
 - Led brand strategy, product development, licensing, operations, creative direction, and ambassador programs.
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EDUCATION & TOOLS | B.A., Graphic Design | University of Central Florida

Brand Strategy & Positioning | Creative Leadership | Product Development & Innovation | Consumer Brand Building | Integrated Marketing | Team Leadership | Retail & eCommerce | Brand Identity | Art Direction | Photography & Film | Packaging | Adobe Creative Suite