



PLACES WHERE PEOPLE LIKED ME...AT LEAST TO MY FACE.

ADVOC8
Washington, DC

2022—present
Managing Creative Director

2021—2022
Creative Director

- Managed and mentored a team of 18 creatives, including graphic designers, art directors, associate creative directors, creative directors, environmental designers, copywriters, animators, video editors, digital developers, and other disciplines to bring ideas to life impeccably
- Defined and implemented updated roles and responsibilities practices for creative team members, from junior designers to senior creative directors
- Designed, implemented, and regularly evaluated creative workflows and processes to improve the quality of creative work and team output/efficiency
- Lead creative team morale initiatives, including off-site breakout planning, team recognition, quarterly team morale surveys, and regularly scheduled team one-on-one check-ins
- Responsible for team member mentorship, individual goal setting, professional development, continuing education opportunities, and corrective/disciplinary action when appropriate
- Perfected expertise in client dynamics, navigating personalities, and embracing change to positively and proactively move projects forward
- Active member and creative representative for agency foundations team, responsible for staffing and launching new projects, creating compelling pitches for new business opportunities, and allocating internal and external creative resources to projects
- Developed a vast roster of freelance creatives, fostered freelance resource relationships, and assigned and onboarded freelance talent for all agency projects.
- Led creative teams in the development and execution of immersive and imaginative experiential campaigns and one-of-a-kind activation concepts for a wide range of brands, including Niantic, YouTube, Axios, Audible, Google, and Amazon
- Mastered the art of developing scalable, results-driven concepts to tell brand stories under any budget or timing parameters effectively and meaningfully
- Maintained and grew numerous client relationships, capitalizing on organic growth as well as networking within client organizations to discover new business opportunities
- Navigated challenging client feedback and team learning curves to uphold brand standards, improve the quality of creative work, and maintain positive/productive relationships
- Developed project timelines, scopes, and deliverables; monitored timelines, deliverable delivery, and creative team hours
- Created binge-worthy content pieces/series for distribution through every conceivable channel, from traditional media to social channels to emerging media



**The XD Agency
Atlanta, Georgia**

**2019–2020
Senior Creative Director**

**2016–2019
Creative Director**

- Developed immersive and imaginative experiential campaigns and bespoke activation concepts (including virtual) for a diverse portfolio of brands, including Porsche, LEGO, Turner Broadcasting, Kia, and Fiserv
- Mastered the art of developing scalable, results-driven concepts to tell brand stories under any budget or timing parameters effectively and meaningfully
- Negotiated and executed partnerships on behalf of our clients with events, including Comic-Con, SXSW, CES, Coachella, Sundance Film Festival, and the auto-show circuit
- Managed and mentored a team of graphic designers, environmental designers, copywriters, animators, video editors, digital developers, and other creatives to bring ideas to life impeccably
- Partnered with strategy directors to design metric-driven concepts and creative executions, providing robust proof of the success and impact of a project
- Led multi-disciplinary teams under an “ideas first” model, creating pitches and winning new business, including a 5-year AOR relationship with Porsche and a 5-year MSA with LEGO

**Jack Morton Worldwide
New York, New York**

**2014–2016
Associate Creative Director**

- Created experiential activations as part of more extensive brand campaigns for clients, including Syfy, TBS, Anheuser-Busch, Cotton, Inc., and EmblemHealth
- Developed training tools for clients like Anheuser-Busch to train internal audiences to tell a consistent brand story, provide new product education, and a variety of other specialty communication initiatives
- Directed and mentored creatives from all disciplines to maintain the overall creative vision
- Attended the Creative Academy at the 2015 Cannes Lions International Festival of Creativity

**72andSunny
Los Angeles, California**

**2013–2014
Experiential Designer**

- Created and designed experiential campaigns as part of overarching brand campaigns for new business pitches that resulted in winning Starbucks, Smirnoff, and Truth
- Designed experiential, in-store, and advertising elements for Starbucks’ summer Frappuccino campaign, including Happy Hour activations; redesigned packaging and reimagined the go-to-market campaign for Starbucks’ Refreshers
- Crafted small, grassroots experiences for Carl’s Jr., YouTube, SONOS, and Activision (Destiny, Call of Duty: Ghost and Skylanders Swap Force)

BLAIR DEMPSTER

**Periscope
Minneapolis, Minnesota**

**2008–2013
Experiential Designer**

- Created immersive brand experiences for Target (Back to College, Back to School, Fan of the Fans Sports Marketing, Holiday and Target Beauty), Phillips Distilling (UV Vodka and Prairie Organic Spirits), Red Robin, and Buffalo Wild Wings
- Acted as a hybrid Experiential Designer/Associate Producer for Target Back to College program, managing relationships with fifteen universities and local stores for five years
- Helped grow the Events and Experiences team from six to 42 dedicated staff members

JUST LIKE WHITNEY, I TOO, BELIEVE THE CHILDREN ARE OUR FUTURE.

**The Creative Circus
Atlanta, Georgia**

2017–2023
Design Instructor

**Miami Ad School
New York, New York**

2014–2016
Design Instructor

**BrainCo School of Advertising
Minneapolis, Minnesota**

2009–2013
Design Instructor

A FEW REASONS WHY SALLIE MAE IS A CRUEL, CRUEL MISTRESS.

**2005–2007
The Creative Circus
Atlanta, Georgia**

Design student, with a brief stint as a copywriter. Was a complete glutton for punishment.

**2001–2005
The Pennsylvania State University
University Park, Pennsylvania**

Bachelor of Arts in Advertising and Public Relations, minor in Business. Became a die-hard Nittany Lion.

“CHICKS DIG GUYS WITH SKILLS.” – NAPOLEON DYNAMITE

PAST PCs, crayons, monkey rolls, long snaps, and one-handed cartwheels

PRESENT team management + mentorship, experiential design + strategy, creative ideation, creative strategy, brand design + development, consumer engagement, social media integration, experiential + event marketing, visual storytelling, integrated marketing campaigns, content strategy, packaging, loyalty marketing, promotions, unconventional challenges, typography, layout, illustration, information design, identity + logo design, print production, event production, theme development, Adobe Creative Cloud, Sketchup, Google G-Suite, Microsoft Office 365, and hand-crafting skills a-go-go

FUTURE stick shifts and the clock on VCRs



ITEMS TO BE FILED UNDER "TOO MUCH INFORMATION."

- I stood up and stayed awake for 48 hours straight (twice) for Penn State's Dance Marathon.
- I played rugby for 13 years. I was a hooker. Seriously! But just at first, then I played lose head.
- I designed, planned, and produced the 2010 Bingham Cup Tournament in Minneapolis. The tournament is equivalent to the Gay Rugby World Cup and honors 9/11 hero and gay rugger Mark Bingham.
- I worked as a lifeguard for one day and had to rescue three kids. I quickly threw in the towel.
- I'm able to tap dance like fellow 'burgher Gene Kelly. No. Seriously. Again.
- I've broken or damaged almost every possible piece of a car, but not simultaneously.

SOME PROOF I'M NOT FULL OF IT.

Recognized by the One Show, The Show, The Dieline, CMYK, Event Marketer, EX Awards, BizBash, and several other national award shows/publications. Rocked the Creative Circus Student Shows.

Additional work samples and references are available if you say, "Pretty please."