



Sharp ideas get results. Strategy. Branding. Art & Creative Direction.

SUMMARY

I've shaped brands across industries—from CPG to healthcare—at agencies large and small working in creative strategy, branding, marketing and design.

Great creative starts with great leadership. I guide teams with empathy, clarity and a drive to push boundaries.

Let's work together!

PROFESSIONAL EXPERIENCE

Heinrich Marketing

Creative Director - Digital - Humana, Kroger, Fidelity Investments, Foresyte, Multi-Family Residential

Denver CO.
2021–Present

As Creative Director at Heinrich, I led digital initiatives and major strategic projects for clients like Humana, Kroger, Fidelity, and Foresyte.

I managed a 15-person cross-functional team, including strategists, designers, copywriters, developers, and freelancers.

A key achievement at Heinrich was leading the design and launch of www.healththatcares.com for Humana, a microsite helping users navigate primary care and Medicare Advantage. Integrated tools like an **agent finder**, **provider finder**, and resource center enhanced UX. The site saw **27% more sessions**, **40% growth in active users**, **33% more organic searches**, **38% user growth**, and **37% more new users**.

I led the branding and web development for Foresyte, a travel and lifestyle app. Targeting young travel enthusiasts who love planning but want an all-in-one solution, we ensured mobile accessibility and handled everything from **brand identity** to **website design**, creating a seamless, engaging user experience.

The Integer Group/TBWA - Omnicom (now Tracy Locke)

Creative Director - Proctor & Gamble. Coty Beauty, Now Business

Denver CO. - New York NY.
2018–2021

Creative lead for P&G and Coty Beauty, overseeing **Front End Innovation** and developing confidential testing stimuli to shape emerging brands, products, and technologies

Led teams of **6–12** across multiple disciplines and client groups, consistently earning top reviews.

Drove new business efforts, securing **\$1.5M+ in NBZ projects** and **\$700K+ in additional revenue** within six months.

Partnered with P&G to create and launch **Each & Every**, an aluminum-free deodorant. Led **branding**, **packaging**, **e-commerce**, **social content**, **event collateral**, and ongoing creative strategy.

Collaborated with P&G to enhance Olay with a new DTC model, launching **Olay Labs** with **Skin Advisor** technology for personalized skin analysis and product recommendations. Work included **research**, **branding**, **packaging**, **TV**, and **social content**.

Collaborated with P&G R&D across multiple divisions (personal care, beauty, home care) to develop **conceptual communications** that reveal key consumer insights. Created **illustrations**, **copy**, and **testing stimuli** for focus groups, interviews, and online panels.

The Integer Group/TBWA - Omnicom (now Tracy Locke)

Denver CO.

Experience Design Director - Starbucks, P&G, Coty Beauty, Mars Wrigley, New Business

2016–2018

Sr. Digital Art Director - Starbucks, P&G, Coty Beauty, Mars Wrigley

2015–2016

Led a cross-functional team of 4-8 to deliver innovative, award-winning conceptual and strategic design across campaigns.

Partnered with Starbucks to launch its largest shopper marketing campaign, “Our Place or Yours,” promoting Starbucks Lattes in K-Cups through TV spots, print ads, and integrated touchpoints, ensuring a seamless 360° campaign.

Collaborated with Coty to launch Clairol Color Crave with the campaign “Flaunt Your Fearless,” making at-home hair color trends accessible.

Defined the Experience Design practice across the global network, evolving into the Connections Planner role to ensure cohesive communication strategy and creative execution.

Partnered with Gillette to launch ProShield, developing key visuals, print materials, packaging, and creating an e-commerce toolkit with design guidelines for consistent global application across markets and platforms.

Collaborated with P&G to develop a disruptive communication strategy for DUO, launching Olay, Ivory, and Old Spice products.

Reestablished Starbucks VIA Instant with the “Not Your Average Instant” campaign, targeting millennial shoppers and winning awards for creative excellence.

gooctane Digital (now The Marketing Practice)

Denver CO.

Sr. Digital Art Director - Boeing Aviation, Gates Corp, East West Partners

2012–2015

Art Director - Starbucks, P&G, Coty Beauty, Mars Wrigley

2010–2012

Manage designer and freelancer workloads, establishing timelines, outlining strategies, tracking progress, and identifying opportunities to add value while increasing agency revenue.

Partnered with The Gates Corporation to position them as the go-to partner for innovative products, creating a B2B lead generation campaign that celebrates engineers and provides tools to enhance designs.

Developed a comprehensive sales tool for Swisslog Healthcare, demonstrating their automated solutions' efficiency in improving safety and response time through a patient journey-focused app.

Collaborated with East West Partners to launch an integrated lead generation website and campaign, targeting potential residents and generating 5,952 unique site impressions, 1,490 video views, and 214 opt-ins in the first phase.

Hill Aevium (now The Blackbird Agency)

Denver CO. - Vail CO.

Designer, Digital - Vail Resorts, Glenwood Hot Springs, Grand Junction Tourism

2005–2010

Lead brand strategy, logo and visual identity development, and UX/UI design, collaborating with front-end and back-end developers to create websites and applications.

Rebranded Glenwood Hot Springs Resort, blending history with modern design. Redesigned the website for improved user experience, making it easier for guests to access pool and spa information.

Developed a web and print campaign for Grand Junction Tourism, highlighting the unique qualities of Palisade, Colorado—the Wine Country of Colorado.

COMMUNITY INVOLVEMENT**Denver Art Museum / CULTUREHAUS**

Denver CO.

Chair - Development Committee

2018–2020

President Elect - CultureHaus

2014–2018

Marketing Chair - CultureHaus

2011–2014

Attend monthly board meetings, manage a team of 20-30 people, and oversee an annual budget of \$100K, developing plans for all activities and events. Identify opportunities to support the Denver Art Museum while maintaining ethical processes for all CultureHaus events.

Co-chaired the annual **Uncorked** fundraiser at the Denver Art Museum, raising over **\$1M**.

Chaired fundraisers for signature exhibitions including **DIOR: From Paris to the World**, **Star Wars™** and the **Power of Costume**, **Brilliant: Cartier in the 20th Century**.

EDUCATION**University of Denver**

Denver CO.

BFA - Digital Media Studies w/ an Emphasis in Fine Art and Design

2005