

RIPT APPAREL • CHICAGO, IL • RIPTAPPAREL.COM

2009 - PRESENT

CHIEF CREATIVE OFFICER • CHIEF MERCHANDISING OFFICER • CO-FOUNDER

- Built an innovative crowdsourced start-up recognized by the Inc. 500 with a starting capital of \$3000.
- Managed an online community of 2,500+ creative artists, which generated over 6000 individual product designs resulting in over \$15 million in life-time revenue.
- Constructed an in-house artist program to combat growing competition within the marketplace that ultimately generated over \$3 million in revenue and 160,000+ units, increasing profits by 15%.
- Fostered a culture of collaboration across the design department with structured meetings and motivational management tactics tailored to each creative individual resulting in zero attrition.
- Utilized modern workflow software to track in-house creative progress and provide instant two-way collaborative feedback resulting in high-quality work that consistently met deadlines.
- Provided a strong creative vision in the form of written briefs, sketches, and digi-bashes to help escort artists along a path that would result in successful and viable illustrations.
- Developed and maintained the brand's visual and cultural identity including creation of company trademark, mascot, and corporate voice across all platforms.
- Orchestrated calendars for quarterly, monthly, weekly, and daily product launches and sales promotions with team-member input and ideation.
- Engineered and executed cost-effective Facebook advertising strategies that resulted in 4-7 times return on ad spend.
- Directed in-house and third party teams to execute sales promotions and advertising campaigns directly responsible for annual revenues over 30% of revenues.
- Maintained partnerships with outside third parties such as product suppliers, manufacturers, legal representation, and shipping partners resulting in mutually beneficial agreements.
- Grew product line to over 25 unique item categories and 150+ new SKUs each day, 365 days per year.

THE SMASHING PUMPKINS • CHICAGO, IL • SMASHINGPUMPKINS.COM

2007 - 2010

DIRECTOR OF NEW MEDIA • WEBMASTER

- Managed the complete online presence of a major label recording artist during an important revitalization period and influenced leadership on emerging technological best practices.
- Maintained smashingpumpkins.com as the official top news source for the band by generating 2-3 pieces of content per day resulting in over 30,000 daily unique visitors.

VICTORY RECORDS • CHICAGO, IL • VICTORYRECORDS.COM

2004-2007

ART DIRECTOR • MULTIMEDIA SPECIALIST • DESIGNER

- Built the in-house full-production video department from scratch while producing 60-minute monthly infomercial that aired on national television and as a video-podcast with over 100,000 subscribers.

EDUCATION • BACHELOR OF FINE ARTS • COLLEGE OF DESIGN, IOWA STATE UNIVERSITY, AMES, IA • 2004