

## **RIPT APPAREL • CHICAGO, IL • RIPTAPPAREL.COM**

2009 - PRESENT

**CHIEF CREATIVE OFFICER • CHIEF MERCHANDISING OFFICER • CO-FOUNDER**

- Built an innovative crowdsourced company recognized by the Inc. 500 with a starting capital of \$3000.
- Managed an online community of 2,500+ creative artists, which generated over 5000 individual product designs resulting in over \$10 million in life-time revenue.
- Constructed an in-house artist program to combat growing competition within the marketplace that ultimately generated \$3 million+ in revenue over 3 years selling 160,000+ units.
- Developed and maintained the brand's visual and cultural identity including creation of company trademark, mascot, and voice across all digital platforms.
- Engineered and personally executed cost-effective Facebook advertising strategies that resulted in 4-7 times return on ad spend.
- Grew Facebook presence to over 410,000 fans and email subscribers to over 280,000.
- Orchestrated calendars for quarterly, monthly, weekly, and daily product launches and sales promotions.
- Directed teams to execute sales promotions and advertising campaigns directly responsible for annual revenues over \$4 million.
- 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**

- Single-handedly managed the complete online presence of a major label artist during an important revitalization period.
- Maintained smashingpumpkins.com as official top news source for the band generating 2-3 pieces of news per day and over 30,000 daily unique visitors.
- Served as social media expert for members of The Smashing Pumpkins on best practices for building community engagement and outreach.

## **MPI MEDIA • ORLAND PARK, IL • MPIMEDIA.COM**

2008-2009

**CREATIVE DIRECTOR**

- Managed construction of new corporate website and webstore.
- Rebranded corporate identity.
- Maintained all multi-media assets for content-rich company websites.

## **VICTORY RECORDS • CHICAGO, IL • VICTORYRECORDS.COM**

2004-2007

**ART DIRECTOR • MULTIMEDIA SPECIALIST • DESIGNER**

- Built in-house full-production video department from scratch.
- Produced, edited, and delivered 60-minute monthly infomercial that aired on national television and video-podcast with subscribership of over 100,000.

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