

An experienced creative nurturer with strong strategy, communication, conceptual and design skills. Proven ability to manage multiple projects under tight deadlines while maintaining an eye on budget, schedule, and brand identity. A self-starter, adept at working independently while also guiding teams to deliver business-building creative from concept to completion.

## EXPERIENCE

**CheckMark/Nestle/Purina**, St. Louis MO

**Contract Senior Art Director** (Sept 2024 - Present) Concept, design, present, collaborate and execute as part of a highly productive team. Projects range from web design, OLV, social campaigns, display, packaging, in-store graphics and eCommerce.

**Ron Copeland Design**, St. Louis MO

**Independent Art Director** (May 2012 - Present) My side hustle, ranging from branding to multi-channel ad campaigns.

**Rodgers Townsend / DDB**, St. Louis MO

**VP, Group Creative Director** (Dec. 2017 - April 2024) Managed the creative output for the State Farm and Valvoline brands. Primarily responsible for building client relationships, strategic development, guidance and training of creative department, scheduling, quality control and collaboration with all departments, partner agencies and a range of vendors. Manage and design for a full-service agency, producing websites, display, email, social, mobile, video, TV, print, direct mail, collateral, outdoor, events and promotions in fully-integrated, highly-personalized campaigns that drive brands.

**Creative Director** (May 2013 - Oct. 2017) Creative lead and visual brand lead on AT&T. Ran large-scale email, direct, display and social programs targeting business and programmatic display/social programs focused on consumers.

**Associate Creative Director** (June 2008 - May 2013) Lead art director, with all of those responsibilities, and visual brand lead on AT&T. Responsible for guidance of new hires/interns and collaboration with the AT&T Brand group.

**Art Director** (Aug. 1999 - June 2008) Concept, design, present and produce multi-faceted ad campaigns. Coordinate and direct photo and video shoots, design and implement a multitude of print and digital materials, design and coordinate website builds, all while maintaining schedules, budgets and quality standards.

Clients include State Farm, AT&T, The Hartford Insurance, Enterprise Holdings, Energizer Batteries, Monsanto, Luxco, Spectrum Brands, Valvoline, St. Louis Rams, Maritz and Ameren Electric.

**Dimac Direct**, Bridgeton MO (May 1995 - Aug. 1999)

**Senior Art Director** - Concept, design, present and produce direct response advertising, corporate collateral and POP/event promotions. Clients include Microsoft, Bank of America, Blockbuster Video and Jerzees Activewear.

**S&N Graphics**, Maryland Heights MO **Layout Artist** (Nov. 1991 - Aug. 1994)

## EDUCATION

Almost everything I know professionally, I've learned from my career. I've had the honor of working along-side some of the most professional and talented individuals in the industry, and all-around incredible human beings.

**Bachelor of Fine Arts** from Southeast Missouri State University, Aug. 1991.

## AWARDS & HONORS

Caples International Awards – Judges Committee (2009 – 2024)  
Marketing Sherpa – Viral Marketing Hall of Fame  
Content Marketing Awards – Best Branded Content Campaign  
Silver Halo Award for Best Environmental/Wildlife Program  
Communication Arts Awards & Magazine and Creativity Magazine Awards  
DMA ECHO International Awards  
DMA Arrows – Best In Show (4 years), People's Choice, many more  
AIGA Awards, Saint Louis Chapter  
AAF ADDY Awards – Best in Show 2024, many more local, regional & national

## SOFTWARE & SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Figma  
Firefly & Midjourney  
Microsoft Office Suite  
Team builder  
Process protector  
Client whisperer