

SUMMARY

With over two decades of immersive experience, I've had the privilege of collaborating with brands featured on Shark Tank as well as working with Inventors Guide. This collaboration brought to life creations like Hoid's Museum and M-Bott's Adventure, showcased at Dragonsteel 2022 and 2023 Conventions. Moreover, my journey has allowed me to work with a wide variety of professionals, businesses, and individuals over the years. My portfolio is evidence of my commitment to excellence, showcasing a diverse range of projects that speak to my versatility and ability to adapt to the ever-evolving landscape of design and marketing.

EXPERIENCE

1999 - PRESENT

SINGING SWALLOW CREATIVE CREATIVE DESIGN AND MARKETING SOLUTIONS

Clients include companies featured on Shark Tank, Advertising Agencies, and companies such as Prime Payment Processing, Jessica Lee Coaching, Devenish Duo, West Studios Utah, 805 Loyal, Tolosa Press, Walking Star Marketing & Design, Modern Farm Catalogues, Vision West and more.

02/2023 - 11/23

FLIP-IT!® CAP COMPANY (As seen on Shark Tank) | CONTRACT

**TRANSITIONED COMPANY ALL THE WAY THROUGH ACQUISITION, AS WELL AS POST-PURCHASE SUPPORT FOR NEW OWNER.

COMPANY OPERATIONS MANAGER: This position includes a diverse set of responsibilities including a broad range of duties spanning various business functions some of which are the following:

- **Social Media/Ad Campaign/Website Design & Management**
- **Amazon/Shopify Fulfillment:** Oversee and manage inventory, ensuring stock levels are maintained, and products are received and dispatched appropriately.
- **Bookkeeping**
- Ensure smooth operations across all areas of responsibility. Be skilled in various tools and platforms and be adept at multitasking and time management. It is also crucial I stay updated on trends and technologies in each of these areas.

03/2022 - 01/2023

GTM GUYS MARKETING CREATIVE DIRECTOR

- **Vision and Strategy:** Develop and maintain the creative vision and direction for projects or campaigns. Ensure that creative work aligns with brand guidelines, company objectives, and target audience needs.
- **Project Oversight:** Oversaw and or handled the development of creative materials, from concept through production. This included advertisements, videos, digital campaigns, websites, and more.
- **Idea Generation:** Drive brainstorming sessions and creative discussions, pushing for innovative solutions and groundbreaking ideas. Continually stay updated with industry trends, technologies, and competitive landscapes to inspire fresh thinking.
- **Feedback and Revision:** Handle client feedback, analyze ROAS/performance etc. to determine on what changes need to be made to creative outputs.
- **Professional Development:** Stay updated with the latest tools, technologies, and trends in the creative industry.

EXPERIENCE CONT.

10/2019 – PRESENT

UTAH INVENTIONS/INVENTORS GUIDE SOCIAL MEDIA MANAGER/CUSTOMER SERVICE/FULFILLMENT MANAGER

The role of Social Media, Customer Service, & Fulfillment Manager required a mix of creativity, analytical skills, self motivation and an understanding of both marketing and customer relations. The ability to wear multiple hats and adapt to the dynamic nature of the digital landscape was a must. Duties included but were not limited to:

- **Customer Inquiries:** Respond to customer inquiries, complaints, and feedback across all social media platforms. Handle critical issues with professionalism and poise.
- **Strategy Development:** Develop and implement a comprehensive social media strategy that aligned with the company's objectives. Identify target audience and develop appropriate engagement tactics.
- **Content Creation:** Ensure brand consistency across all social media channels.
- **Engagement:** Monitor, respond to, and engage with user comments and messages in a timely manner.
- **Monitoring and Analytics:** Track and analyze the performance of social media campaigns using tools like Google Analytics, Facebook Insights, etc.
- Generate monthly/quarterly reports on social media and implement changes suggested for improvement.

EDUCATION

1999–2021

NORTHWEST COLLEGE | & BA EQUIVALENCY

GRAPHIC DESIGN
WEBSITE DESIGN
CREATIVE WRITING
BUSINESS MANAGEMENT

SKILLS

Excellent written & verbal communication skills. Excellent computer skills. Excellent Adobe Suite & multiple other software and interfaces. Problem Assessment/Solving, leadership abilities, team building and supervision skills. Assertive self starter, ability to set and meet deadlines. Excellent multi-tasking and project management skills. Proactive, reliable with time management and follow through as well as a quick, motivated learner.

PORTFOLIO

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