

## Professional Summary

Strategic marketing leader and creative visionary with over 17 years of experience driving brand growth, market penetration, and revenue through innovative strategies. Specializes in fractional CMO, creative direction, and brand strategy roles, offering expertise in aligning market insights with business goals to create impactful campaigns. Adept at leading cross-functional teams, fostering innovation, and delivering results across consumer goods, outdoor industries, and high-profile creative projects.

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## Core Competencies

- Fractional CMO Leadership & Strategic Planning
  - Brand Development & Positioning
  - Product Marketing & Launch Strategy
  - Creative Direction & Storytelling
  - Cross-Functional Team Leadership
  - Market Trends & Consumer Insights
  - Digital & Social Media Strategy
  - Partnership Development & Collaboration
  - Budget Management & ROI Analysis
  - Go-To-Market Strategies & Campaign Execution
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## Professional Experience

### **Veil Camo | Remote**

Founder | Creative Director | Brand Strategist

August 2012 – December 2024

- Designed and executed strategic marketing initiatives that aligned brand vision with consumer trends, driving market penetration and revenue growth.
- Creative work and marketing support drove many millions of dollars in revenue with brand partners over a 12 year period
- Directed a creative team to produce digital advertising, packaging, in-store signage, and event marketing materials that elevated brand awareness and consumer demand.
- Developed comprehensive product launch plans leveraging consumer insights to create impactful messaging and campaigns.

- Established and cultivated partnerships with media, influencers, and executive leadership at top-tier brands to enhance visibility and trust within the outdoor and sporting goods industries.
- Spearheaded product positioning strategies, ensuring campaigns resonated with target audiences and met growth objectives.
- Evolved and heavily influenced camouflage design standards and marketing language for the hunting/fishing markets

### **SKNR | Remote**

Fractional CMO | Brand Development Consultant

October 2020 – Present

- Built complete and innovative brands for client partners in legacy B2C market
- Worked with prominent state-level nonprofits and organizations to clarify messaging, increase participation, donation, and community involvement.
- Developed brand identity for retail packaging
- Defined brand positioning and messaging frameworks, ensuring consistency across digital platforms and promotional materials.
- Cultivated strong client relationships, building trust and achieving measurable results.

### **United States Military Academy Band - US Army | West Point, NY**

NCOIC | Audio Division Lead

January 2008 – March 2014

- Modernized recording and rehearsal facilities, enhancing operational efficiency and team performance. (Army Achievement Medal for excellence)
- Managed creative and technical teams to deliver high-quality audio solutions and fostered innovation.
- Directed logistics for high-profile events, ensuring seamless execution and alignment with organizational goals.
- Collaborated with leadership on strategic initiatives
- Collaborated with Showtime and CBS Sports production team on docudrama “A Game of Honor” resulting in Emmy nomination.

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## **Key Achievements**

- Created and executed brand plans that boosted consumer awareness and demand in competitive markets.
- Directed creative teams to develop high-impact marketing collateral, including advertising, packaging, and retail displays.
- Launched successful product campaigns, integrating consumer insights to drive market share and sales growth.

- Established and maintained partnerships with industry leaders, enhancing brand visibility and trust.
  - Spearheaded modernization projects and strategic initiatives, delivering measurable results in both creative and operational domains.
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## Education

Bachelor of Fine Arts (BFA) | Music Composition and Recording Studio Technology  
The University of Oklahoma | Norman, OK | 2005