

Author and Copywriter with extensive marketing and media background. Industries and expertise include oil & gas, technology & software, food services, automotive, community, science & health, and education.

Professional Experience

Ideation & Creative Director

Happy Pants Creative

1/2012 - Present

Happy Pants Creative provides marketing services to clients in a variety of industries. My role is to apply my ideation and strategic expertise to guide brand development, marketing, product and service development and other business development efforts toward the most efficient and productive ROI possible. HPC also provides ancillary creative services such as copywriting, design, brand development, SEO, UX & UI, web development, and other marketing resources, and I oversee all of these operations.

Marketing Creative Director

Idera Software

6/2012 - 7/2014

As Idera's Creative Director, my job is to build and fortify the Creative Department and lead the team in crafting the brand and voice for the company, developing the user experience (UX), and shaping all outgoing marketing materials. Marketing deliverables include demand generation campaign emails and landing pages, site-wide search engine optimization (SEO), keyword targeted content development, third-party vendor ads and emails, materials and support for trade shows and events, and the occasional deck of custom playing cards.

Senior Copywriter

Origin

7/2011 - 3/2012

My duties at Origin included crafting award-winning copy from client interviews and in-depth research, supporting deliverables such as annual reports, ad copy and other high-impact company assets. I led brand development for clients, including one of Memorial Hospital System's philanthropic programs. I was also the leading influence in crafting a documentary-style promotional video for Fund for Teachers — a non-profit organization that provides grants to teachers, helping them find new and exciting ideas, materials and experiences to bring into their classrooms.

Senior Copywriter

Adcetera

8/2006-8/2009

Copywriting and copyediting for industries such as medical, oil and gas, food service, and technology. Notable clients include HP, AIG, Sysco, The Methodist Hospital System, Jiffy Lube, Belkin, Tyco, and many more. Additional duties include writing and directing video materials for training, broadcast, online, and in-store presentation.

Director of Marketing

Hat Digital Media

1/2000 - 10/2006

Hat Digital Media produced film, television, and video content, as well as web-based materials for marketing and advertising. My duties included directing the marketing strategy, extending the reach of the organization while improving demand generation and creating hot leads for the sales team. Hands-on duties included copywriter, graphic design, and Producer responsibilities. I also established and maintained marketing and project budgets for the company.

Major accomplishments include creating a marketing strategy that brought over \$20M of production work for PBS into the the company's portfolio.

Creative Director

Reel Adventures Productions

1/2000 - 1/2003

Increased total sales revenue by 20% in less than six months for this large Houston agency, representing the most sought after talents in commercial illustration and photography.

Education & Publications

Houston Baptist University Masters of Education, 2005

Houston Baptist University Double major: BA, English Literature; BA, Communications Mass Media

Books I have published more than 20 novels and non-fiction books

References available upon request