

EXPERIENCE CONTINUED

Director, Creative Services **University of Colorado | 03/2019 – 05/2022**

Creative and strategic leader driving content, design, and development for the Office of Digital Education.

- Owned creative direction and content strategy across the CU Online digital ecosystem, improving lead quality and quantity, generating \$12M+ in revenue.
- Developed integrated content operations frameworks for brand and messaging content, translating institutional missions into scalable, measurable digital experiences.
- Designed and guided ground-up Drupal website development, optimizing UX, IA, SEO, GEO, GTM, and overall performance.
- Built and led a distributed team of five designers, writers, and vendors, fostering cross-departmental and cross-campus collaboration.

Director, Creative Services **Keypath Education | 04/2018 – 03/2019**

Senior creative leader driving brand strategy, communication, content lifecycle, social, and web development.

- Directed creative, content, brand strategy, and marketing content for 40+ degree programs, aligning B2B and B2C strategy across 30+ domestic and international academic partners.
- Built and led a team of seven across design, copywriting, and web development delivering cohesive and scalable marketing assets.
- Led the redesign, rewrite, and relaunch of the Keypath Education website in under six months, improving brand clarity, website usability, and audience engagement.

Director, Program Strategy & Branding **Keypath Education | 05/2017 to 04/2018**

Owned program-level brand strategy for 25+ domestic and international higher education partners.

- Developed integrated brand strategies and messaging frameworks for 25+ academic partners and 40+ programs, informed by market research and program insights.
- Created, implemented, and designed the Blueprint creative brief process for 15+ programs, enabling clearer positioning, stronger differentiation, partner alignment, and audience engagement.

Associate Director of Brand Development **Pearson | 01/2014 to 04/2017**

Led brand strategy, program positioning, and messaging for large-scale online education partnerships.

- Led communication and brand strategy, ideation, and developed positioning and messaging strategies for 50+ online degree programs, ensuring consistent brand alignment across marketing touchpoints.
- Assigned to lead content and social media creation for ASU Online and Maryville University, Pearson's largest online partners.

Sr. Copywriter **Embanet/Compass Knowledge Group | 04/2009 to 01/2014**

Senior creative leader overseeing ideation, copy and brand alignment across higher education partners.

- Led copy and ideation on web projects for 20+ universities, aligning content and brand strategy.
 - Wrote and directed copy for 75+ programs, including web, social, brand guidelines, and direct mail.
 - Directed and mentored a team of five copywriters, ensuring consistency, quality, voice, and scalability.
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