

A strategic marketing and design leader who thrives at the intersection of creativity and technology. Expert in shaping brand stories through design, digital platforms, and emerging tools like AI to craft solutions that are intuitive, engaging, and impactful. Proven track record in leading large-scale rebrands, building scalable design systems, and driving organizational clarity through purposeful design.

CORE EXPERTISE

- **Creative Direction & Brand Strategy:** Aligning global brand standards with local market needs.
- **Design Systems:** Building scalable templates and systems for unified corporate identity.
- **Marketing Technology:** Leveraging AI, automation, and data analytics to optimize creative output.
- **Digital Platforms:** Developing modern, user-friendly platforms to drive lead generation and recruitment.
- **Cross-Functional Leadership:** Guiding internal teams and collaborating with global HQ stakeholders.

EXPERIENCE

CJ Logistics America (formerly DSC Logistics) | Des Plaines, IL

Senior Manager, Creative Design | April 2020 – Present

- **Strategic Rebranding:** Led the creative direction for the U.S. rebrand following the acquisition of DSC Logistics, aligning global brand standards from Seoul HQ with U.S. market needs.
- **Scalable Systems:** Developed a unified design system and guided adoption across marketing, communications, and 80+ network locations.
- **Platform Modernization:** Spearheaded the redesign of the corporate website to better reflect global capabilities, resulting in improved lead generation and employer branding.
- **Corporate Standardization:** Directed a full platform migration and redesign of corporate presentation materials for 200+ employees, balancing brand consistency with team flexibility.
- **Team Leadership:** Oversee brand implementation, marketing campaign administration, and the development of high-impact video, digital, and trade show assets.

Manager, Graphic Designer | January 2017 – April 2020

- Implemented initial rebrand strategies and maintained the company website.
- Produced comprehensive marketing collateral including brochures, proposals, and A/V support.

AWESOMEleaders.org (Nonprofit) | Des Plaines, IL

Graphic Designer | January 2017 – February 2020

- Developed comprehensive symposium themes, including logo design and production materials.
- Managed website maintenance and provided A/V production support for events.

ENTACT, LLC | Westmont, IL

Graphic Designer | April 2013 – March 2016

- Produced marketing materials and high-stakes proposals for a multi-million dollar environmental firm.
- Managed website development and multimedia conference room operations.

EDC (Electronic Directory Corporation) | Chicago, IL

Graphic Designer | May 2011 – April 2013

AECOM | Chicago, IL

Graphic Designer | January 2010 – May 2011

EDUCATION & CERTIFICATIONS

- **Executive Education: Digital Marketing Strategies (Data, Automation, AI & Analytics)**
Northwestern University – Kellogg School of Management
- **Bachelor of Fine Arts (BFA) in Visual Communications**
Northern Illinois University
Activities: Honors | Visual Infusion Artists Club; International Study | Film Study Abroad, Ireland

TECHNICAL SKILLS

- **Design & Creative:** Adobe CC (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Audition), Ceros, RELAYTO
- **Digital & Web:** WordPress, HTML/CSS, HubSpot, Zoho, Google Slides/Workspace
- **Emerging Tech:** AI-driven design tools, Data Analytics, Marketing Automation

RECOGNITION

- **ESG Living Our Values Award, CJ Logistics (2022)**
- **Flexibility Award, DSC Logistics (2018)**