



EXPERIENCE

Director of Digital Operations



Ionik (formerly PopReach)

📅 February 2017 - Ongoing 📍 Delray Beach, FL

- Lead digital product presence, monetization, optimization, and performance for core business products company-wide.
- Design and execute iterative A/B tests to enhance user conversion funnels for performance-based marketing products. Leverage data analytics tools to monitor, report on performance.
- Manage Google Ads media buy for performance-marketing products averaging an annual spend of \$6.4m
- Introduced and managed new marketing and monetization channels that generated over \$1.5m annually.
- Successfully manage multiple design, development, and marketing teams, both in-house and internationally.
- Oversee project launches from concept through post-launch analysis, ensuring timely delivery.
- Work with senior leadership and stakeholders to align digital strategies with business goals.
- Collaborate with downstream marketing teams to optimize campaigns, improve quality scores, and maximize ROI.
- Enhance customer journey and engagement across digital platforms, utilizing feedback to improve offerings.

(On-site to Remote)

Creative Director



Q Interactive (acquired by Fluent)

📅 October 2010 - February 2017 📍 Fort Lauderdale, FL

- Led ideation process, introducing and implementing new promotion concepts and product optimizations for new and existing creatives.
- Managed complete marketing teams, both in-house and remote.
- Conducted rigorous data-driven A/B testing to enhance user progression, improve user experience, and increase revenue per user across all company products.
- Documented and implemented organizational measures to streamline processes between design and development teams, improving quality and turnaround times.
- Standardized design practices with a mobile-first approach.

(On-site)

Creative Services Manager & Designer



Q Interactive (formerly The Useful)

📅 February 2006 - October 2010 📍 Fort Lauderdale, FL

- Enhanced project request process between business, marketing, and design teams for increased efficiency.
- Successfully managed two extensive industry compliance updates, revising the company's entire creative catalog.
- Designed and developed landing pages, micro/macro websites, lead generation funnels, email, and print campaigns.
- Improved communication between design and business teams, resulting in fewer revisions and earlier project deliveries.
- Evaluated and trained all new hires on the graphic design team.

(On-site)

SKILLS

Creative Design & Development

- Over 17 years of experience in designing and developing micro/macro websites, landing pages, user conversion funnels, print campaigns, content management systems, and MySQL databases.
- Extensive experience with mobile-first design and development practices.

Team Management

- Over 14 years of experience managing creative teams both in-house and remotely (domestically and internationally) in high-demand production environments.
- Advanced the careers of several team members through company programs and individual mentoring as well as training sessions.

Software & Languages

- Adobe Creative Suite
- Google Analytics & Looker Studio
- Google Ads
- Rapid Prototyping Tools (Figma)
- HTML/CSS/JavaScript/PHP
- MySQL Databases

Education

The Art Institute 📅 September 2007

- Bachelor of Science with Focus in Interactive Media Design
- Awarded Best Graduating Portfolio