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Creative director and brand strategist with 14 years of experience providing brand leadership and translating business objectives into clear creative strategies. Customer-focused and data-driven, but also an out-of-the-box thinker with the proven ability to architect successful brand experiences that drive meaningful customer engagement. Passionate about design with a proven track record of leading a fast-paced, high-performing team. Looking to partner with a mission-driven company to build an impactful and lasting brand.

EXPERIENCE

Director of Brand & Content Marketing | Sunrun | 2016 - 2022

- Built a team of 19 in-house creatives (including designers, copywriters, photo/videographers, animators, and project managers), and managed an annual budget of \$2M with the goal of architecting GTM creative campaigns and driving cross-channel integration to bring those campaigns to life.
- Led Sunrun's largest multimedia marketing campaign which integrated TV, digital, retail and sales channels across 12 states and two languages, reaching 55M households and generating over 50K opportunities.
- Architected the co-marketing brand experience for the launch of the Ford/Sunrun electric vehicle (EV) charger and MVP of Sunrun's first e-commerce platform. Drove the creative strategy and design of the e-commerce UX/UI, email communications, social media and digital advertising that resulted in 100,000 charger pre-orders and 276 installs in the first week of launch.
- Spearheaded rebranding efforts during Sunrun's acquisition of Vivint Solar, including successfully deploying one cohesive brand across both companies' sales, operations, product, marketing, media/communications, and facilities teams to create a unified end-to-end customer experience.
- Founded the creative strategy to create and scale local social proof by increasing output of customer video testimonials by 640% and decreasing production cost per testimonial by 85%.
- Implemented the first self-service internal digital asset management system which decreased brand team requests by 85% and saved an average of \$224,000 annually in production expenses.
- Directed a joint sales and marketing initiative to create and distribute localized user-generated content (UGC), which resulted in a 270% increase in the number of five-star online GMB and Yelp reviews in six weeks.

Creative Director & Co-Owner | Goetz Design | 2008 - Present

- Drove the creation of fully custom print and digital marketing collateral for freelance clients such as Netflix, Land Rover, Nestle, Mack Trucks, Playstation, Syfy, University of California, and FX.
- Redesign of sales presentations and email campaigns increased agency revenue by 12.75% in the first 6 months of implementation.
- Optimized website design which increased exposure and client referrals by 26%.

Design Lead | Woodruff-Sawyer & Co. | 2012 - 2016

- Led the team that deployed a multi-year brand refresh across web, print, sales, and marketing channels which resulted in breakthrough growth in revenue generation and customer acquisition.
- Implemented a digital design system that decreased average web development time by utilizing premade UI components. After the launch of the new sitewide UI, web traffic increased by 34% in 2016.

EDUCATION

B.A. in Psychology, Minor in Education

University of California, Santa Barbara, 2005 - 2008

Summa cum Laude with Highest Honors | Recipient of the Academic Excellence Award | Recipient of the Chairperson's Award | Psi Chi National Honors Society

Certifications in Design & Marketing

San Francisco State University, 2013 - 2014

Market Research & Consumer Behavior | Persona & Journey Mapping | Brand Identity, Equity & Loyalty | Digital Marketing Essentials | Design Thinking Implementation

APPLICATIONS

Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign, PremierPro)

Prototyping

Sketch, Figma, Adobe XD, InVision

Organizational

Keynote, Publisher, PowerPoint, Excel, Outlook, Google Suite

Other

Marketo, Chatmeter, Salesforce, Frontify, Contentful