



**Nordstrom Digital Creative Director
2011-**

Support 60-person team made up of creative directors designers, art directors, writers, stylists and video producers.

Develop Nordstrom.com, online marketing and in-store digital creative strategy.

Ensure brand integrity through creative execution for each business unit (Womens, Mens, Juniors, Shoes, Beauty, Handbags & Accessories, Specialized and Kids).

Interpret the Nordstrom brand strategy, positioning and aesthetic appropriately for the digital space.

Develop new ideas to expand the brand in the most relevant and interesting ways.

Collaborate with product management, UX design and IT on mobile and tablet applications.

Design creative organization and process to balance creative content with financially sound creative practices that support the bottom line.

Manage \$7.5 million budget.

Inspire, motivate and challenge the digital creative team do all of the above with a commitment to innovation, excellence and integrity.

**Nordstrom Editorial Director – Brand Strategist
2008-2011**

Introduced and implemented Editorial approach to brand marketing, bridging Fashion Forecasting, Merchandise Planning with Consumer mindset to drive content that is culturally relevant and puts product in context of the consumer’s lifestyle.

Led the re-positioning and re-branding effort of Nordstrom’s Mens Division to impact all customer touchpoints online, in print and in store.

Led the re-positioning and re-branding effort of Nordstrom’s Juniors Division to impact all customer touchpoints online, in print and in store.

Launched new editorial area of Nordstrom.com with magazine-style content and fully integrated social, sharing, commenting and profile creation capabilities.

Designed experimental multi-disciplinary “creative SWAT team to reduce production time from 12 to 6 weeks.

**Nordstrom Copy Director – Associate Creative Director
2002-2008**

Built and managed team of 27 writers and editors from original 4, to include a new satellite team in the Cedar Rapids Distribution Center.

Directed campaign creative from concept through execution for digital media and direct print catalog.

Worked closely with internal teams and external agencies through two site redesigns to include all work on site architecture, wireframes, user flows and profiles.

Introduced video on Nordstrom.com, launched branded-content video program and developed motion/video production capabilities for the company.

**Freelance Brand Strategist
2001-2002**

Worked independently and through agencies (Landor and Hornell Anderson) to serve a variety of clients on brand strategy and verbal identity to include product naming, naming systems and authoring brand style guides. Clients included: Boeing, University of Washington, Washington Mutual, Pemco Insurance and Corbis.

**Luminant Worldwide Associate Creative Director
1997-2001**

Established content development capability for leading interactive design agency.

Developed Web creative and content strategy for both website launches and redesigns. Clients included: Swedish Medical Center, UNIONBAY, Hewlett Packard, Key Bank, Bill Gates, and Paccar

**Microsoft Writer & Editor
1996-1997**

Travel, food and fashion writer + encyclopedia editor for CD-ROM and Web platforms. Heavy research focus

**Washington Journal Editor
1995-1996**

Pitched and wrote feature stories and judicial profiles for regional legal newspaper

Education

B.A. Political Science/Naval History // George Washington University

Awards

One Show Bronze Pencil // Unionbay.com, 1998

TellyAward // Online Video Series Town Car Chronicles for Nordstrom