



EDUCATION

SCHOOL OF ART AND DESIGN, EAST CAROLINA UNIVERSITY
B.A., Communication Arts, Fall 1989, Dean's List.

**EXPERIENCE
& CLIENTS**

THE BRITE AGENCY, Asheville, North Carolina.
Art Director, 2007-2008

Strategic audit and analysis, research, brand creation and implementation, project brainstorming, photo shoot direction, project management, creative ideas, design and production for clients in the land development, financial, medical, retreat, tourism and manufacturing industry. Implementation and evolution of The Brite Agency brand.

HADEN DESIGN, Asheville, North Carolina.
Art Director/Owner, 2004-2007, Present

Branding, creative ideas, design and production and project management for various clients.

THE BILTMORE COMPANY, Asheville, North Carolina.

Art Director, Marketing Department, 1998-2001. Promoted to Art Director/Supervisor, 2001-2003

Branding, creative ideas, design, production and project management for the Biltmore Estate, Inn on Biltmore Estate, Biltmore Wine Company, Biltmore Estate for Your Home and Garden brands. Re-created identity for Biltmore Estate and Biltmore Wine Company. Created identity for Inn on Biltmore Estate and Biltmore Estate for your Home and Garden brands. Provided art direction for promotional materials encompassing every facet of the Biltmore Company. Served on a Master Planning committee reviewing optional sites on property for Music Venues. My role was to provide Ampetheater industry research, site analysis, and report findings and recommendation. Attended regular marketing meeting, reviewing attendance and industry stats/trends and advertising tracking results.

THE ADAMS GROUP, Columbia, South Carolina.
Art Director, September 1996-1998.

Branding, creative, production for clients including Drake Software, Sedgwick James, Inc., TEC Gas Grills, QS/1, Thomas Regional Medical Center.

O2 IDEAS (FORMERLY STEINER, BRESSLER, ZIMMERMAN), Birmingham, Alabama.
Art Director, 1995-1996.

Branding, creative, production for Books-A-Million, Carraway Methodist Medical Center, Alabama Power, Bookland, Barber's Motorsports Museum, and Joe Muggs Newsstand.

PETER MITCHELL ASSOCIATES, Tallahassee, Florida.

Art Director, 1990. Promoted to Senior Art Director, 1992-1995.

Branding, creative, production Tallahassee Memorial Regional Medical Center, Capital City Bank, Florida State University Athletics, and Florida Hotel~Motel Workers' Compensation Fund.

THE STERRETT TUCKER AGENCY, Charlotte, NC.

Graphic Artist/Production Manager, 1990. Promoted to Senior Designer, 1991-1992.

Creative and production for Charlotte Hornets, Charlotte Knights AAA baseball team, First Union Bank, Piedmont Natural Gas, TCBY, WBTAM & WBTFM, Queens College.

ABILITIES

Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Quark Express; digital photography; photo shoot direction, strategic audit, analysis and action planning; research; vendor relationships, brand creation, manuals and implementation; brainstorming and creative processes; direct mail, web, print and electronic production.