

EXPERIENCE

Brand & Pro Shop Manager

Minnesota Inboard Water Sports

July 2025 - Present

Lead brand strategy, retail operations, and creative marketing initiatives for a premier Malibu and Axis boat dealership. Manage Pro Shop staff, inventory, merchandising, and apparel production while overseeing the design and execution of print, digital, social media, website, email, and boat show marketing assets. Produce photography and video content, support sales initiatives, and help shape the customer experience through cohesive branding across all retail locations and a new flagship facility.

Social Media and Graphic Design Specialist

Satellite Industries

May 2024 - July 2025

Design and deliver compelling weekly marketing emails to promote products, events, and organizational initiatives, ensuring brand consistency and high engagement rates. Develop visually striking social media content to enhance brand visibility and drive audience interaction across platforms. Perform expert-level color correction and photo editing for product and event imagery, ensuring visual accuracy and maximizing promotional appeal. Conceptualize and execute cohesive digital advertising campaigns—including static and motion graphics—for deployment via Google Ads, driving targeted traffic and conversions.

Graphic Designer / Brand Manager

Camping World / Active Sports Inc / The House Outdoor Gear / CTRL Wake /

Chamonix Collection / Evol Boards / Framed Bikes

October 2021 - August 2023

Lead print and digital design projects across web and social media platforms, ensuring cohesive branding and high visual impact. Managed the creation of snowboard and skateboard graphics, including the development of original artwork for proprietary brands. Designed and deployed weekly marketing emails for four in-house brands, supporting brand awareness and product promotion. Contributed to product development of hard goods for snowboarding, wakeboarding, and wakesurfing, collaborating closely with cross-functional teams. Ideated and assisted in the design of outerwear and eyewear, aligning with brand identity and market trends. Created detailed linesheets to present future product offerings for internal teams and external partners. Produced original graphics for both print and digital applications, maintaining consistency across all brand touchpoints.

Graphic Designer / Design Manager

The Interior Plain Project Snowboards

July 2011 - July 2021

Developed seasonal collection concepts and built branding for each collection from the ground up. Created original snowboard graphics and managed external collaborations by directing freelance artists and overseeing design consistency. Produced social media content, aligning with brand tone and campaign objectives to drive engagement. Designed print and digital advertisements, maintaining cohesive visual identity across all channels. Created short-form video content for promotional and social media use, enhancing brand storytelling. Communicated directly with manufacturing partners in Austria to resolve graphic-related production issues and ensure design fidelity.

SKILLS

Proficient in

Adobe Creative Suite



Illustrator



Photoshop



InDesign

Technical Skills

Proficient in WordPress, Metro Publisher, Microsoft Office Suite, and macOS; experienced in website creation using Wix. Skilled in digital photography and photo retouching.

EDUCATION

Minneapolis Community and Technical College

Associates Degree in Graphic Design.

January 2010 - January 2013

CONTACT

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