

Achievements:

- ◆ Pitched and won multi-million dollar Orient Express North American Hotels account for SK+G
- ◆ Created \$350K TV spot for the launch of Solaire Casino Resort in Manila
- ◆ Strategized rebrand of and oversaw \$80k photoshoot for the spa at the Vdara Resort in City Center
- ◆ Developed initial brand campaign for Montage Resorts and corporation's additional 3 properties
- ◆ Produced annual conference featuring over 600 attendees, 70 vendors and an \$800k budget
- ◆ Wrote and produced successful video campaign for AquaValue chain of pool supply retail stores
- ◆ Managed departments of ACDs, designers, writers, and art directors

Experience:

Chaffin Creative / Las Vegas Owner/Creative Director

Nov. '09 – present

Develop branding strategies, copy and design for small businesses across a spectrum of industries. Clients also include SK+G and United Aqua Group.

Watermark Advertising at UAG / Las Vegas Creative Director

July '13-May '17

Rebranded 50-year-old company of pool builders and retailers. Opened in-house agency for company and hired all staff. Provided creative and marketing direction for corporate entity and over 50 individual member companies. This included setting digital marketing and social media strategies, developing traditional campaigns, websites and video content. Oversaw management of agency including financials. When marketing director resigned, took over all marketing duties, including the management of all corporate communications, oversight of private label brands and execution of the company's annual conference boasting over 600 attendees and an \$800k budget.

SK+G / Las Vegas Group Creative Director

Apr. '12-July '13

Led creative development for multi-million dollar, luxury space clients including City Center, Aria, Vdara, Orient-Express and Baha Mar. Guided teams through branding initiatives and new business pitches. Presented work to and interfaced with clients. Managed and mentored department of designers, writers, art directors and ACDs.

SK+G / Las Vegas Associate Creative Director

Jan. '08-Nov. '08

Oversaw creative development for Montage Hotels & Resorts, including the launch of the new Beverly Hills property, and brand development for Deer Valley and Royal Island destinations. Developed print concepts and worked with the Interactive department on a launch website for the new Carlyle Hotel Residences in LA. Crafted print and web copy for the St. Regis Dallas. Gave creative direction to junior writers and designers.

B&P Advertising / Las Vegas**June '06-Jan. '08****Writer**

Developed print, radio and television campaigns for University of Nevada Las Vegas, Bellagio, and The Mirage. Also created highly successful puppet television spot for flu prevention for the Southern Nevada Health District.

SK+G / Las Vegas**July '02-June '06****Writer**

Clients ranged from the heartfelt Nevada Cancer Institute to the irreverent Nine Fine Irishmen Bar. Developed print, radio and television campaigns for these various brands, as well as interactive opportunities. Gave creative direction to designers and junior writers.

Arnold Worldwide / San Francisco**Sept. '99-June '02****Writer**

Brainstormed successful TV campaigns for Macy's and Crystal Geysers. Also worked on local radio spots for VW. Participated in numerous business pitches, and was an integral part of strategy development, creative executions and client presentations.

Academy of Art University / San Francisco**Mar. '02-Dec. '10****Instructor**

Taught copywriting to undergraduate and graduate students as well as worked with web design team to develop online courses, including Copywriting I, Copywriting II and Campaign Design.

Recognition:

US Ad Review, Creativity 31, Adweek, NY Ad Festivals
2014 Nevada Literary Fellow

Assets:

Experienced in Adobe Creative Suite (InDesign, Photoshop, Illustrator and Premier), Proficient in Wordpress website design and development. Fluent in design and broadcast production best practices. Excellent at managing and inspiring creative teams.

Education:

UC Riverside
MFA in Creative Writing

SUNY Binghamton University
Masters in American Cultural History

Cornell University
BA Cum Laude in American Studies