I built the team behind the work

My proudest achievement at WestStar was establishing and developing a high-performing marketing department.

Developing people

Coaching, performance reviews and clear expectations helped team members develop and contribute.

Connecting the work

I brought internal talent and external partners together to deliver marketing across consumer and commercial banking.

A common direction for the entire brand

I developed and implemented WestStar's enterprise Brand Guide.

The foundation

Messaging, visual identity, photography and creative standards gave teams and partners a shared direction.

The application

Digital channels, advertising, physical locations and corporate communications carried that direction into the bank's daily presence.

Creative direction and agency oversight kept the work connected to the bank's priorities.

I led the website beyond a redesign

A cross-departmental transformation brought the bank’s content and digital experience together.

Strategy through launch

I directed content strategy, information architecture and search optimization, bringing business teams together through testing and launch.

1.4M+

website visits annually

Four consecutive years above this level.

A renewed digital destination. Sustained scale for the bank’s services and client information.

A marketing program across every channel

I managed campaigns, budgets and agency relationships across the bank’s business lines.

A coordinated channel mix

Search, display, video, email, print and social media supported the bank’s marketing presence.

Decisions informed by performance

Audience insight and performance reporting guided campaign decisions and media oversight.

LinkedIn, Facebook and Instagram each had a place in the bank’s audience-development work.

Helping people understand and act

I managed client communication and the overall employee-communications strategy.

Communication that supports change

I partnered with Technology, Operations, Compliance and business teams on product launches, digital banking transitions and fraud education.

Digital-banking platform launch

38K+
email sends

17K+
email opens

Across a three-message launch sequence.

Beyond launches: financial education, email and in-platform guidance helped clients navigate the bank’s services.

The assignments beyond the campaign

I managed complex projects that connected creative direction with physical environments and operational requirements.

Tower lighting and sign control

Coordinated lighting concepts, sign-control work and the stadium connection project.

Branch environments

Managed exterior branding, in-branch marketing displays and wayfinding.

Advertising and partnerships

Managed print, construction-project signage and sponsorship activation.