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Self Esteem Brands (SEB)

January 2020 - Present
Creative Director

Consumer Brands Anytime Fitness, The Bar Method, Basecamp Fitness, StrongerU Nutrition and Waxing the City

Significant Achievements Responsible for building an embedded, agency-quality creative team within SEB to develop and rebrand our celebrated lifestyle and fitness brands. Management and development of internal creative team members and the voice of creative leadership and brand stewardship among external agency and freelance partners, across an omni-channel landscape of brand expression.

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Thorburn

January 2015 - December 2019
Creative Director

Consumer Clients Appleton Coated, Ecolab, HALO Innovations, Hearing Industries Association (HIA), J.C. Penney, Lixil Americas (*American Standard, DXV, Grohe*), Lifetime Fitness, Lutsen, National Geographic, Polaris (Corporate), Polaroid, Pumpz & Company, Wagner Spraytech

January 2012 - January 2015
Associate Creative Director

Higher Education Clients Central College, Drake University, Dunwoody College of Technology, Franklin Pierce University, Hastings College, North Carolina A&T, Saint Mary's College, St. Olaf College, Western College of Podiatric Medicine

January 2008 - December 2011
Senior Designer

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Sara Janssen

Creative Director
Designer & Art Director

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Carmichael Lynch, Inc

September 2005 - December 2008
Senior Designer

Combined Clients A.G. Edwards, American Humane, American Standard, Azek Building Products, Ecolab, Hunter Douglas Wood & Faux Divisions, Jado, Kohl's, Masterbrand Cabinets, Porcher, Porsche, Rosetta Stone, *Simply Vera* by Vera Wang

Carmichael Lynch Thorburn

July 2004 - September 2005
Art Director
Carmichael Lynch

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sarajanssencreative.com

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Martin | Williams

September 1997 - July 2004
Designer

Clients 3M Dental, Cargill, Catholic Charities, Corelle, Donatos Pizzeria, E*trade, Gold'n Plump, Lincoln Financial Group, Marshall Fields, Polaris ATV & Snow, Syngenta Crop Protection, Target, US Bank, Victory Motorcycles

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MSP Communications

April 1997 - September 1997
Assistant Art Director

Design and Art Direction for *Minneapolis/St Paul Magazine*.
Design Assistant for *TODAY* – Marshall Fields' quarterly fashion magazine.

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BBDO Minneapolis

September 1996 - April 1997
Art Direction Intern

Clients Chi-Chis, Hormel, House of Tsang and SPAM

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Recognition

AdFed MN, AIGA, Caples, Print, One Show

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Accessibility Certifications

Web Accessibility Specialist (WAS)
Certified Professional in Accessibility Core Competencies (CPACC)

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Skills

Adobe Creative Cloud

Art buying and negotiation

Management of complex photo shoots

Video development and production

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Volunteerism

Special Olympics
Coach, Track and Field and Bowling

St. Paul Public Schools
Volunteer Chair, Special Education Advisory Committee

American Advertising Awards
Regional Markets ADDY's judge over course of last 15 years

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Say Hello

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c 612 251 8976

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Education

Drake University
Des Moines, Iowa

1992 – 1996
B.A. Graphic Design

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Pro Bono

GiGi's Playhouse Twin Cities
Special Event Branding