

Crafted Legacy, Digital Destiny

Portfolio of:

David Todd



Actress and Style Icon *Molly Sims* Dresses up Wendy's "New Salad Collection"

PR Kicks Off Wendy's New Salad-Inspired
Polyvore Style Board Contests

Strategy:

Leverage buzz surrounding fashion enthusiast Molly Sims to engage entertainment, fashion and consumer media for the launch of the Wendy's #NewSaladCollection.



"Ever look at your, um, lunch and think: Wow, that would make a great outfit? Molly Sims has. The model-actress has teamed up with Wendy's to create a series of Polyvore inspiration boards inspired by the fast-food chain's salads."

GLAMOUR



"Spring has sprung: Molly Sims gives her must-have fashion looks of the season."

©CBSNEWS.com

Molly unveiled her personal Polyvore style board with guests, shared tips for spring fashion and conducted 12 one-on-one interviews with top entertainment and fashion media.



Total interviews: 12
Total number of media attendees: 25
Total paparazzi: 12

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consequat scelerisque.

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Mauris Amet Eros ET Gwoiucou Pellentes

Donec posuere lobortis sapien aecenas mauris mi ornare in porta sed ultrices id neque.

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Quarterly Reports Layout & Design

INFRASTRUCTURE TECHNOLOGY AND OPERATIONS

2021 Accomplishments

Delivering Innovative Solutions
Empowering **ONE** Home Depot



Illustration Design



Phone Apps



Product & Services Branding



Organizational Wide Marketing

WORKING FROM HOME

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Technology Kits

BASIC
Laptop, Keyboard, Mouse, Monitor, Headset, Camera

INTERMEDIATE
[Icon of a desk setup]

ADVANCED
[Icon of a desk setup]

Tools

PRODUCTIVITY TOOLS

- Microsoft Office 365 Access to Microsoft applications
- Microsoft Office 365 Access to Microsoft applications

COLLABORATION TOOLS

- Slack Webex Used for video & audio conferencing
- Teams Used to collaborate in real-time with your team

REMOTE CONNECTION TOOLS

- RSA SecureID Set up an RSA token for remote access
- VPN Setup Setup VPN access to The Home Depot network

BEST PRACTICES

WELLNESS

- Establish a designated work area
- Create a healthy workspace (good lighting/ergonomics)
- Structure your day (routine breaks & lunchtime)
- Follow your normal morning routine

STAYING SAFE

- Be vigilant of cyber scams
- Reference Cybersecurity Cyber Safe email

MEETING ETIQUETTE & ACCESS

- When sharing screens, only share the application, not your entire screen
- Mute your microphone when on conference calls and video meetings (except when speaking)
- Limit background programs and video streaming for a better video conference

PASSWORD

- Change passwords while logged into VPN and do it BEFORE they expire
- For assistance in changing/resetting a password, see <https://workbench.homedepot.com/va/sswords>

Marketing Infographic

Every Scheduled Associate Connected

THE GETMOBILE PROJECT Successfully completed the pilot of the TC52AX.

- \$23.5M HARDWARE SAVING OVER 5 YEARS Over five years
- 100 STORE PILOT Q4, 2021
- ALL STORES October, 2022

85.4% Participation

VOICE OF THE ASSOCIATE

90% App rate

DISASTER RECOVERY THROUGH UNIFIED CONFIGURATION

2,300 of production applications had their criticality tiers assigned and certified with VP leaders.

Operational Engineering Welcomes Tech Ops

OPERATIONAL ENGINEERING TRANSFORMATION

To date, the program has either onboarded or initiated onboarding activities for 42% of the known application operations work across IT.

- 15% REDUCTION OF KTLO AGGREGATE
- 100k+ AUTOMATED FIRST RESPONSE TICKETS
- 30% REDUCED CONTRACTOR DEPENDENCY

Incident vs Change Ratio

CHANGE MANAGEMENT Change related incidents dropped!

4.4% 2020 2.4% 2021

One Home Depot Family

OPERATING UNIT Providing equal access to technology and standardized processes.

- 85 Solutions Processed ARCHITECTURE
- 90 Assessments Processed THIRD-PARTY MGMT

Providing Solutions & Increased Delivery

INFRASTRUCTURE SOLUTIONS

- 98% PATCHING SUCCESS
- 2,300 IN-STORE RUBRIK REAR DEPLOYMENT
- 100 PHYSICAL SERVERS DELIVERED

GET IT DONE WITH 101

Strategy Development Branding & Design

Infrastructure of One Strategies

OPERATIONAL EXCELLENCE

Consolidate operational practices across the enterprise and apply consistent best practices that enable measurable reduction in human intervention across infrastructure and application services.

DIGITAL WORKSPACE

Enable associates with inclusive workspace tools and technology that reinforce our values and enable them to serve customers from anywhere.

AGILE COMPUTING

Provide an optimized suite of platforms and services that empower business adaptability, eliminate duplication, optimize spend, create consistent developer/operator experiences, and facilitate the adoption of public cloud environments.

STORE MODERNIZATION

Empower our customers and associates with an interconnected store experience including devices, data, containers, and connectivity, providing a mobile-first engagement.

FIELD SUPPORT

Improve satisfaction with technology support services through interactions that meet our associates at the point of need.

OPERATING UNIT STANDARDIZATION

Deliver the One Home Depot experience across all operating units, optimizing solutions and security towards consistent processes and technologies.

RUN THE BUSINESS

Provide business system capacity, metrics, automation and integration which enable interconnected, and efficient process. Deliver a unified experience for Service Management, compliance, and Business Continuity.

PASD + OU Mission What / How

MISSION

Deliver bottom-line impacting value through data that reduces risk, drives efficiency, and enables downstream technology.

CULTURE

Leverage our collective diversity as our advantage. Knowledge is power, support cross-functional knowledge and skill set evolution. Each associate is engaged, connected, and invested.

PASD + OU Strategies

ENABLEMENT

Empower automation to interact with data, and deploy emerging technologies that generate completeness and accuracy, resulting in a secure yet democratized data-driven service.

PROCESS MATURITY

Maintain an effective Asset Management and Disaster Recovery process which improves the resulting data and empowers downstream technology functions (cyber, applications, operations).

ENGAGEMENT

Enrich the end user consumption of data via natural interaction that results in near-term efficiency benefits. Develop common features and deliver a persona-based approach to a portfolio of products.

PAVED ROADS

Maintain technologies within best practice Life Cycle Management. Retire, and consolidate re-platform to ensure operational stability of systems, with appropriate observability and alerting.

OPERATING FRAMEWORK

Streamline integration of processes and technology spanning infrastructure, Cybersecurity, and IT portfolio functions for both existing and new acquisitions.



With experience in leadership and a strong background in marketing, I have been fortunate to take on a variety of roles, including that of a professional sports photographer. I served as a photographer for the Women's National Team and worked locally with the Atlanta Beat, where I managed team photography, handled marketing initiatives, and was responsible for designing and distributing images across various social media platforms and International Sports Images.



I have had the opportunity to work closely with many professional athletes, including Heather Mitts, a three-time Olympic gold medalist. For over a decade, I managed Heather's personal marketing and was responsible for designing and maintaining her website. Taking photos and creating marketing materials was a great learning experience.





OCTOBER 22, 2013

Grand Opening

9:00AM - 6:00PM

Ribbon Cutting at noon
HAVE LUNCH ON US!

WE WILL BE HAVING DRAWINGS FOR A FREE WHOLE BODY CRYOTHERAPY SESSION, GIVEAWAYS AND MORE.

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"It helps! You have less swelling...less chemicals are released into the joint space so you have less aches and pains."

- "The Dr. Oz Show" (1/21/11)



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WHOLE BODY CRYOTHERAPY



WHOLE-BODY



CRYOMIST.NET
855-622-5432

CRYOTHERAPY

Cryomist Cryotherapy was a startup launched by my previous employer, who brought me on board to lead all marketing efforts for the business. My responsibilities included developing the brand identity through logo and website design, creating comprehensive marketing materials, producing promotional videos, and managing the company's social media presence.

Various logo designs throughout my career



Professional Summary

Experienced creative and marketing leader seeking a senior role to shape brand strategy, lead multidisciplinary teams, and deliver high-impact design work. Skilled in multimedia, UX, and brand development, with a strong focus on mentorship and measurable business growth.



Experience

Home Depot | Atlanta, GA

May 2017 - May 2025

Senior Support Specialist – Creative Direction

- Directed multimedia content and internal communication strategies
- Designed executive presentations and comprehensive brand assets
- Led UX/UI initiatives and managed content for company-wide publications
- Built SharePoint environments to streamline operations

North Highland Consulting | Atlanta, GA

Oct 2014 - Apr 2015

Creative Director (Contract)

- Ran UX design projects and team rebranding
- Launched digital marketing campaigns and produced training content
- Developed SharePoint solutions for team collaboration

Ketchum | GA

Jun 2014 - Dec 2014

Social Content Manager (Contract)

- Led Wendy's digital and social strategy
- Managed campaigns reaching 962M+ impressions, driving sales

CryoMist | Johns Creek, GA

Jul 2013 - Jun 2014

Creative Director

- Developed marketing materials and improved SEO
- Led creative team and grew web traffic by 121%

BKV Advertising

Sep 2012 - Jan 2013

Creative Director (Contract)

- Created digital concepts and visual materials for clients
- Led web design, social media, and metric-driven optimizations

WebMD | Atlanta, GA

Sep 2011 - Feb 2012

Senior Creative Designer (Contract)

- Led mobile app and web UX/UI design
- Built digital/print assets and interactive prototypes

Atlanta Beat Soccer

Dec 2009 - Feb 2012

Web & Graphic Designer, Photographer

- Designed stadium graphics and marketing materials
- Automated photo workflows and managed team photography

AT&T

Jan 2010 - Mar 2011

Web Designer

- Built responsive web and mobile interfaces
- Developed interactive features and defined specs

Warranty Corporation of America | Norcross, GA

Jun 2002 - Dec 2009

Creative Director

- Managed brand standards and design team
- Led campaigns for major retailers and created B2B/B2C materials

Education

B.F.A. – Graphic Design and Visual Experience

Art Institute of Atlanta

[Portfolio](#)