

EXPERIENCE

- Present **Freelance creative direction and copywriting**
- 2012 - 2016 **VP, Executive Creative Director - iCrossing**
Key clients: Capital Group, Mitsubishi, Toyota Racing, Cisco Jasper, Petsmart, Jim Beam
- Managed teams and output for three offices while significantly raising the bar on the quality of creative being produced.
 - Pitched, won, and grew business for Capital Group, Petsmart, Cisco Jasper and Logitech.
 - Launched the first ever investor facing brand campaign for American Funds, featuring a video series and a spread in the Wall Street Journal.
- 2010 - 2012 **Creative Director - Teak Digital**
Key clients: Google, YouTube, Nest, Jansport, Disney Parks
- Concepted and wrote scripts for dozens of live-action and animated videos for clients like YouTube, Sony, Nest, and Jansport.
 - Created a first of its kind web app for Snapfish that translated facebook timelines into customizable hardbound books.
- 2007 - 2010 **Creative Director - Freestyle Interactive**
Key clients: EA Sports, EA Games, Dolby, Nike, adidas, Burton Snowboards
- Conceived, presented, wrote and directed award winning work, including holistic campaigns, microsites, rich media ads, and social media initiatives.
 - Built, managed, and led a highly-skilled group of creatives with one of the lowest turnover rates in the industry.
 - More than doubled agency revenue by consistently delivering excellent work and upselling clients with new ways to expose their brands in the digital space.
- 2005 - 2007 **Associate Creative Director - Freestyle Interactive**
- 2003 - 2005 **Senior Copywriter - Freestyle Interactive**
- 1999 - 2003 **Copywriter - Red Sky Interactive**
- 1997 - 1999 **Copywriter - Freelance**

SKILLS

Storytelling, copywriting, concepting, pitching, presenting, brand building, team building, manifesto writing, managing creatives and clients, deck crafting, and getting things done right.

AWARDS

One Show, Communication Arts Annual, Cannes, Clio, Effie, Ad Tech, Omma, w3, London International, MC Icon, mi6, id Magazine, Emma