

experience

Saatchi & Saatchi Wellness**Associate Creative Director 2017 - present**

Ideation and agile production of always-on content for one of the largest pharma brand's first foray into social. Also launching the same brand's first ever product update.

Clients: Abbvie, Merial, St. George's Common Table.

Prime Access**ECD, Director of UX and Content 2015 - 2016**

Provided data-driven solutions for the wellness industry's toughest problems. Oversaw a creative / studio / editorial staff of 15 — focused on mentoring, innovation, platform/product, and business development.

Clients: Novo Nordisk, Merck, Turing.

1000heads**Executive Creative Director 2013-2015**

Ideated and executed social engagement and editorial, experiential and digital initiatives. Oversaw all creative, community and web dev output of the agency. Focused on new business development.

Clients: Skype, GoPro, espnW, Balloon Time, Logitech, Cipriani, Protect Your Bubble

Freelance AD / CD / UX 2008-present

Clients: Royal, 1000heads, Belray, CDMi, GENERATOR, Y&R Brands, BOS Group, Rapp, Cementworks, Cult360, Korey Kay & Partners, Draft/FCB

Korey, Kay & Partners**VP Creative Director, Digital 2010-2013**

Pitched and won new business. Doubled the agency's number of clients in my first year there. Got an ad in Archive.

Brought digital capabilities to a very traditional agency. Created the first anti-terrorism smart phone app. Implemented gamification to train public awareness in preventing terrorism.

Clients: MTA, Dyson, The Port Authority, Bel-Ray Motor Oil, oyster.com, Jacoby & Meyers

Cline, Davis, Mann 2009-2010**VP Group Art Supervisor, Interactive**

Brought in to turn a traditional print creative department digital. Taught classes, created processes, mentored and oversaw digital output of about 100 creatives.

Publicis / Publicis Dialog 2004-2008**VP Creative Director (ACD 2004-2006)**

Led creative development on advertising, POS, digital, experiential, and ambient efforts. Brought in new accounts.

Helped agency expand offering to include pharmaceutical advertising. Supervised from 1 - 4 teams on several lines of business.

Clients: Pepto-Bismol, BlueCross/Blueshield, Maytag, Vault, Jenn-Air, T-Fal, Courvoisier, Amstel, Heineken, BMW

Dog Toy Inventor 2003-present

Created, patented and licensed a symmetrical shape for a dog bone that stands up on its own, so the dog doesn't have to hold it in an upright position while chewing on it. Product has been successfully sold by my licensee for many years, currently selling about 12,000 units a month.

DraftWorldwide 2000-2003**Sr. Art Director (Art Director 2000- 2002)**

Learned the trade: how to concept for ads and DM, how to take a project on press, how to lead a shoot. Even stole an outdoor assignment away from Verizon's general agency.

Clients: Verizon, Verizon DSL, Target

recognition

Ads of The World, Campaign 2018, Client: St. George's Common Table

Shorty Award, Silver, Tourism 2015. Client: Lindblad-National Geographic

Luerzer's ARCHIVE, Vol. 6, 2010 Pg. 35, Client: Bel-Ray

OneClub New York State of Mind Show, 2011. Client: Bel-Ray

OneClub New York State of Mind Show, 2009. Client: The Port Authority

Cannes, Shortlist, Promo, 2006. Client: Brookstone uZap massage belt

education

Brown University

B.A. Psychology, May 2000

B.F.A. Visual Arts, May 2000