

Being in the right place at the right time is no substitute for **doing the right thing.**

EVP, Executive Creative Director

iCrossing

March 2012 - February 2017

Grew creative from 20% to 75% of client relationships.

- Pitched and won **DIRECTV** DAOR relationship during a media review
- Pitched and won **Church & Dwight** CPG digital creative, content, and social media responsibilities for OxiClean, Orajel, Nair and Vitafusion
- Pitched and won **Amazon** Flex DAOR
- Pitched and won **Daily Burn** DAOR relationship
- Pitched and won **TD Bank** DAOR relationship
- Led **Voya** DAOR relationship and brand launch with the “Voya Born to Save” integrated campaign
- Executed agency rebranding and repositioning

Senior Partner, Group Creative Director

OgilvyOne

March 2011 - February 2012

Led creative on the consolidated, global **SAP** account for general and digital advertising, direct marketing and other communications.

- Kicked off global TV campaigns
- Launched new products
- Led expansion of the successful airport campaign
- Planned innovative experiences for global events
- Concepted and led the launch of the British Airways “You’re really invited” campaign

VP, Group Creative Director

DigitasLBi_US

March 2008 - March 2010

Global creative leader primarily on **Samsung Electronics**

- Led global redesign of Samsung.com
- Led major product launches
- Led team in revitalizing Samsung product imagery positioning
- Completely restructured creative team
- Led creative for **Kraft** branded content launches for **Planters, Philadelphia Cream Cheese**, and others
- Led massively successful Real Women of Philly social UGC campaign

Partner, Associate Creative Director

Ogilvy & Mather

January 2006 - March 2008

Creative leader primarily on **Six Flags**

- Led team on entire 2008 rebranding for Six Flags
- Redesigned SixFlags.com contributing to a increase in online sales of over 50%
- Led team in 2007 creative of Six Flags digital projects overseeing visual, copy, and development contributing to being awarded all Six Flags brand work without pitching

Creative Director

Euro RSCG

August 2005 - December 2005

- Led the re-imagination of the **Guinness** 1759 Society CRM program for Diageo
- Managed team of visual designers, copywriters, developers, animators, information architects, and database designers across multiple offices towards the site relaunch
- Led creative on Baileys.com redesign

Art Director

Online Marketing Specialist

R/GA

February 2004 - August 2005

Led the creation of the online marketing practice

- Established online marketing team of over 25
- Implemented process guidelines for completion of all OLA projects
- Led learning sessions on implementing processes for other client teams
- Led over 100 **Verizon** projects in first year for over **7.8 billion impressions, 12.8 million generated clicks and over 200,000 orders for consumer DSL alone**

Creative Director

Godspeed & Associates

February 1999 - December 2002

Led print, direct, web, out of home, and packaging initiatives from conception to production for clients including **MLB, The Yankees, A&E, Showtime and Topps**