

award-winning creative leader who builds powerful and meaningful brand identities, designs breakthrough creative solutions and drives measurable results.

experience

baCreative 5/19 - Present

Art Director, Creative Director and Brand Consultant

Partners with companies and brands to craft results-driven content for video, print, social, digital, mobile and experiential advertising.

AmaWaterways River Cruises Q1, 2019

In-House Creative Director

Created and managed all in-house marketing collateral for #1 river cruise line throughout Europe.

- Developed video, digital, print for consumer and trade advertising, onboard marketing materials and coop promotions for travel agencies.
- Supervised creative process and directed team of five (designers/writers/videographer).
- Worked closely with brand strategist & marketing director to design and implement strategic marketing initiatives.

Hawthorne 3/12 - 12/18

Associate Creative Director/Consultant

Partnered with chief creative officer, associate creative directors, senior copywriters, art directors, producers, editors and motion graphic artists on major agency accounts.

- Concepted and art directed integrated online and offline campaigns that drove ROI for both clients and agency.
- Rebranded the agency's identity by creating and designing style guide, website, marketing collateral and digital content.
- Worked directly with agency's principal clients including Spectrum, Black+Decker, Credit One Bank, Fingerhut, DentalPlans.com and Home Advisor.
- Played instrumental role in pitching and winning new business.

Astralcom Advertising & Marketing 7/03 - Present

Executive Creative Director/Consultant

- Develop and execute breakthrough creative that resonates with consumers, optimizes response and drives measurable results.
- Create award-winning brand identities and marketing collateral for online and offline channels.
- Play instrumental role in pitching and winning new business and growing relationships with existing clients.

Wingman Media 4/17 - 12/17

Creative Director/Consultant/Agency Producer

- Concepted, pitched and art directed creative broadcast campaign for Jacuzzi Brand Hot Tubs.
- Hired and supervised director, producer, production company, casting, production/set designer, editor and motion graphics artist.

Cline Davis & Mann Q4, 2014

Art Supervisor/Consultant

Created cutting-edge print and digital marketing collateral for major pharmaceutical brands including Acadia, Amgen and Gilead.

Havas Edge (Euro RSCG Edge) 1/09 - 9/11

Associate Creative Director/Consultant

- Concepted and art directed agency's major direct-response long & short form campaigns including the Humane Society of the United States, Blockbuster Entertainment, Assurant Health, St. Jude Children's Hospital, Car MD, Lifelock, Quicken One, Ninja Blender, DIRECTV and Stiefel Labs.
- Supervised art directors, copywriters, agency producers & motion graphics artists (Team of 15+).

Rapp/LA 4/06 - 11/08

Associate Creative Director/Consultant

Worked in conjunction with staff Creative Directors, Associate Creative Directors:

- Created & art directed Bank of America's groundbreaking internal mortgage loan officer campaign, increasing engagement by 800%. Also, created highly successful direct response packages for the bank's Home Loans Division.
- Concepted/designed online & offline integrated campaign promoting DIRECTV'S exclusive NFL Sunday Ticket package.
- Integral member of creative team that pitched and won Toyota Financial Services and Fleming's Steakhouse accounts.

additional leadership roles

Long-Term Consultant: Creative Director at **E! Networks**, Creative Director at **The Cimarron Group** (CBO)

Staff: Founding Partner/Creative Director at **AitchisonLee Advertising**, Founding VP/Creative Director at **The Kruger Group**, Founding VP/Creative Director at **Ryan Partnership/LA** and Creative Director/Promotions at **DDB/Needham/LA**.

education

Bachelor of Fine Arts Degree/School of Visual Arts New York, NY

awards

Addy, Aurora, Clio Awards, Communicator Awards, Davey Awards, DotComm Awards, ERA Moxie Awards, Graphis, Hermes Creative Awards, Nationals, One Show, Pioneer Awards, Telly Awards, W3 Awards

publications

Graphis Book Series (Typography 4, Design Annual 2022), **LogoLounge Master Series** (Volume 1 and Book 9)

awards judge

Communicator Awards, Davey Awards, Echo Awards, Telly Awards, W3 Awards

related skills

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, Muse) Powerpoint, Keynote, Zoom, Microsoft Teams, Asana, Slack, creative design, graphic design, user experience, web design, marketing collateral, digital marketing, brand architecture, brand strategy, video content, direct response marketing, storytelling, team building

passions

Freemasons Master Mason (3rd Degree), **Karate** 2nd Degree (Yi Dan) Black Belt/Tang Soo Do

brands

Acadia Pharmaceuticals
A Healing Place/The Estates
AmaWaterways
American Express
Amgen
Ashton Woods Homes
Assurant Health
Bank of America
Black+Decker Vacuums
BH Bikes
Blockbuster Entertainment
Big Dogs Clothing Co.
Broan NuTone
CalFed Bank
Casa Pacifica
ChromaDex/Tru Niagen
Cigna HealthCare
Credit One Bank
Daylight Transport
DentalPlans.com
DIRECTV
Dyson Vacuums
Easy Motion Electric Bikes
E! Networks
FarePortal.com
Gehan Homes
Gerber Life Insurance
Gilead Sciences
GroovE Electric Bikes
Good Sam Club
Hamilton Beach
Heineken USA
H&H Homes
HomeAdvisor/Angi
Humane Society of The United States
Jacuzzi Brand Hot Tubs
JVS SoCal
Kal Kan Pet Foods
KFC
Las Vegas Hilton
La-Roche-Posay/Anthelios
Mattel Toys
MaxClarity Acne System
Olson Homes
Pedego Electric Bikes
Pedigree Dog Food
Pepsi
Preserved Treescaples
Quicken Loans
Spectrum
St. Jude Children's Hospital
The Walking Company
TransAmerica
Universal Studios Hollywood
Universal CityWalk Hollywood
Vari Standing Desks
Warner Bros. Consumer Products
Xgeva