

Creative director/copy with 15+ years of experience leading people and projects, both client-side and at top digital agencies on brands including Nike, American Express, Verizon, and Pfizer. Strategic thinker and compelling storyteller with an extensive background developing integrated campaigns across all media and platforms. Collaborative leader trained in Diversity, Equity, and Inclusion. Marathoner, musician, and Burning Man volunteer.

## PROFESSIONAL EXPERIENCE

**Strategic Creative Possibilities**, New York, NY 2019—present

Advertising and marketing consultancy service

***Creative Director, Content Strategist, and Copywriter***

Develop content, campaigns, and brand narratives. Currently serving as Director of Storylines for WePlant, an innovative mobile game product in the start-up phase. Agency clients include McCann, Porter Novelli, w2ogroup, and imre. Other clients include New York University and the New York Guitar Festival.

**Environmental Defense Fund (EDF)**, New York, NY 2011—2019

Sustainability nonprofit with an annual budget of \$180 million

***Associate Vice President, Creative Director (2015—2019)***

***Senior Director, Creative (2011 – 2014)***

Originated the role of Creative Director; built, led, and mentored the in-house creative department. Served as the standard bearer for brand messaging and identity. Oversaw all aspects of execution including copywriting, design, UX, photography, and video production. Developed campaigns for brand, marketing, and media; oversaw initiatives of all sizes across all digital and traditional channels, juggling multiple projects and delegating work. Translated objectives into creative briefs. Led pitches and presentations. Collaborated across programs and departments. Scheduled project deadlines. Served as copywriter for pivotal projects. Led team-building events, managed and nurtured careers, oversaw department operations and budget.

- Transformed 7-person print collateral team into a 17-staffer, full-service, multi-cultural creative department that can support all communications needs for all departments across all platforms
- Led creative for EDF's first brand campaign, including editorial content, videos, social media, and online advertising that helped to increase brand awareness among target audiences from 25% to 47%
- Provided storylines and visual direction for interactive experiences, both online and at events. Booth presence and Virtual Reality experience at World Gas Conference led to breakout coverage of methane pollution topics
- Leveraged audience insights to create compelling narratives, including a wildlife campaign that resulted directly in a Wall Street Journal editorial and a \$250K donation plus other major funding
- Partnered with digital analytics team to evaluate performance and make adjustments. Developed membership acquisition campaign that beat metrics expectations. Increased clickthrough of brand banners by 50%
- Scripted and directed 12 short- and medium-length videos; oversaw more than 40 video productions total. Video for Moms Clean Air Force featuring Julianne Moore exceeded goals for views and activist sign-ups
- Directed radio PSA's featuring Don Cheadle and Ellie Kemper that raised awareness in 100+ Entercom markets

**Digitas and Digitas Health**, New York, NY 2007 – 2011

Top-ranked digital advertising and marketing agencies

***Associate Creative Director, Copy***

Led writing, design, and UX teams in developing integrated campaigns, brand content, and digital products for retainer clients. Managed department of copywriters, nurtured writing skills, and assigned resources.

- Led new business pitches and cross-platform content, advertising, and digital products across multiple campaigns for Pfizer, Boehringer Ingelheim, and Genentech. Projects spanned media including traditional and online ads, websites, social media, and videos. (Digitas Health)
- Pitched ideas and led content strategy, copy, and design for the American Express family of brands. Oversaw multiple videos and developed the editorial strategy and content for an online platform providing tools and resources for small business owners; created experiences and products for Membership Rewards (Digitas)

R/GA, New York, NY

2003 - 2007

Top-ranked digital advertising and marketing agency

**Copy Director (2004-2007)**

**Senior Copywriter (2003-2004)**

Held creative leadership roles for the agency's main two retainer accounts. On Verizon, oversaw junior copywriters and designers in creating all websites, newsletters, and online advertising for high-speed internet products. On Nike, served as the de facto Creative Lead for the 9-person team dedicated to the comprehensive digital presence of the Nike Running brand.

- Developed multiple ad campaigns and site features for Verizon offerings, including concept, copy, and videos for the Beatbox Mixer application experience awarded at Cannes. Pitched ideas and led concept development for acquisition ad campaigns, premium content, and sponsored event sites. Campaigns consistently drove measurable growth, including a banner campaign that yielded a 30% increase in sales
- Wrote copy and led concepting and user experience for all Nike Running digital campaigns and products, including the flagship website: developed features that increased site stickiness by 200%. Other projects included an interactive race replay application, the online Training Log, product launch websites, event expo experiences for multiple road races, a monthly e-newsletter, and the initial Apple collaboration including the original music+running concepts

**EARLIER EXPERIENCE**

**Freelance, various advertising production companies**, New York, NY and Los Angeles, CA

Creative consulting and writing for TV ads. Brands included Mastercard, Budweiser, US Army, American Airlines

Experience Lead / Content Strategist, **Razorfish**, New York, NY

Created and executed content plans; oversaw information design. Developed an innovative digital program for Quest Diagnostics including more than 600 pages of content about health issues

**EDUCATION**

B.A., **Yale University**, New Haven, CT

Major: Cultural Anthropology. Additional concentrations in Environmental Studies, Film. 3.5 GPA, with 'A' on Thesis: "Gender, Sex Workers, and Empowerment in Thailand"

**PERSONAL**

- 14-year participant of Burning Man. Official role as NYC Regional Contact; lead art events and projects
- New York Road Runners member; completed 50+ races including 6 marathons and 27 half-marathons
- Travel to 16 nations, including Yale Alumni Service Corps volunteer trip to Brazil and cultural exchange to Cuba
- Completed multiple courses at Gotham Writers' Workshops, including nonfiction and screenwriting
- Trained pianist and singer performing regularly with nationally acclaimed musicians