

MISSION STATEMENT

Seasoned Creative Director and expert at creative ideation and strategy, management, mentorship, and client relationship for both pharmaceutical and consumer clients

WORK EXPERIENCE

CREATIVE DIRECTOR PAGE&PAGE, LONDON, 2022-PRESENT

Challenge:

Provide a clear creative vision, unite a creative team struggling to deliver compelling work for a growing agency, and push ambition and acceptance of creative ideas by a diverse group of health and lifestyle clients

Achievements:

- Manages creative vision for the agency including the creation of a new production/studio business unit to improve agency efficiency
- Inspires and mentors growing creative team members and educates them on proper creative process and ideation expansion
- Drives adoption and acceptance of new technologies including AI tools to increase output and improve creative offerings for clients
- Leads pitches with imaginative and insight-driven creative strategy
- Bolsters the footprint of the agency through thought leadership and advertising community outreach

CREATIVE DIRECTOR TO VICE PRESIDENT CREATIVE DIRECTOR PRECISIONEFFECT, BOSTON/LONDON 2019-2022

Challenge:

Bolster troubled client relationships and rally an internal creative team to reengage lagging clients and increase organic growth

Achievements:

- Managed up to 5 million+ of client business with a team of ten creatives for both US and global accounts
- Won additional client business of over 2 million+ without a pitch based solely on client relationships & existing work
- Ushered branded drug launches from initial positioning development to full creative execution for HCP and patient audiences
- Successfully launched multiple disease state awareness campaigns
- Regularly worked with C-suite to define client goals and business objectives, as well as provide ongoing training and education

SENIOR COPYWRITER TO ASSOCIATE CREATIVE DIRECTOR MUSE COMMUNICATIONS, LOS ANGELES, 2017-2019

Challenge:

Support creative director through copy leadership, head up productions to increase creative output, manage production budgets, and boost yearly client scopes

Achievements:

- Created and implemented a workflow process for the entire agency to ensure all projects were delivered flawlessly for high-budget clients including Acura, Honda, California State Lottery, Spectrum, and Wells Fargo
- Managed on-set creative production for broadcast commercials with budgets of up to 1 million+
- During my tenure, all creative TV campaigns received the highest ratings for each intended target audience
- Developed and pitched out-of-scope work to increase existing client business by 500K+
- Concepted and presented as part of the agency pitch team

SENIOR DIGITAL COPYWRITER Brierley & Partners, Los Angeles, 2016-2017

Led team in concepting and creation of 360° rebrand campaign for three global Hertz Loyalty Programs

SENIOR COPYWRITER The Marketing Arm, Los Angeles, 2015-2016

Led copy team and educated broader agency on healthcare processes, rules, and regulations

COPYWRITER TO DIGITAL COPY SUPERVISOR Patients & Purpose, New York, 2012-2015

Successfully developed digital assets including websites, banners, digital video, and more

JR COPYWRITER TO COPYWRITER Source Communications, New York, 2009-2012

Created national and regional broadcast, radio, print, and internal communications for various clients

EDUCATION

FIT/STATE UNIVERSITY OF NEW YORK, 2003-2009

BFA in Advertising Design, AAS in Communication Design, AAS in Fine Arts