





FREELANCE CREATIVE DIRECTOR

Prudential Financial | 01.15-05.17

 **Conceptualized new and existing content into engaging experiences (site/social/experiental) for masterbrand and BUs**

 Conceived/branded "first of its kind" content marketing platform on the new Prudential.com


 Led a team (creative/strategy/ux/tech) ideating around next generation branded/site/social content


In the past year+ I have spearheaded many digital creative initiatives at Prudential's in-house agency. I was their seat at the table for innovation discussions with both external agencies/producers and internal stakeholders.

My role was both a hands on designer and creative lead mentoring designers, writers, strategists and producers.

SVP, CREATIVE DIRECTOR

RevHealth, Morristown, NJ | 03.13-10.14

 Creative lead in establishing digital/experience capabilities, process and new business initiatives

 **Designed/branded a "first in class" responsive suite of sites for a new client**


 Conceived Google Glass experience for client show


I worked with existing and new client pitches to surface digital creative/emerging opportunities and helped establish Revhealth's current more integrated offerings.

Was both hands on and managed a team including digital designers, content writers/strategists, IA and developers.

ASSOCIATE CREATIVE DIRECTOR

Havas Lynx, NYC | 10.11-03.13

 **Played key lead role in new business win for a Novartis global mobile initiative**

 Leveraged Kinect technology to design/develop Cessna tradeshow interactive experience

 Team developed "first of kind" interactive Ipad visual sales aide for Novartis' leading brand


Put forth creative initiatives to bolster emerging channels capabilities at Havas. These were realized in new business growth, existing client partnerships and internal knowledge.


AWARDS

Communicator Award - Top Honors
Summit Creative Awards - Best Consumer Site
Communication Arts - Site of the Week
Internet Advertising Competition - Best Transportation Site

CREATIVE LEAD

MRM Worldwide | 08.10-09.11

 **Led the creative/xd efforts to win Applebees branding, mobile and development duties**


 Redesign of ETS GRE site and online media, by my team, resulted in a huge lift of applicants and re-established ETS as a leader in this category


One of two creative leads who spearheaded the growth, direction/process of the digital innovations group.

Work included digital branding/strategy/experience, mobile integration, CMS site design/concept, development.

CREATIVE LEAD

Questus, NYC | 08.07-07.10

 In the first two years under my creative leadership, the New York office doubled its client roster

 **Questus was awarded "Agency of Record" by Suzuki after a successful digital rebrand**

 Account wins: Bloomberg Sports, Capital One


 Suzuki, Capital One, BloombergSports, Autodesk, Disney

Work included digital campaign integration, brand experience, rich media, CMS site design and builds.

SENIOR ART DIRECTOR

Digitas, NYC | 01.00-08.07

 **One of two leads on the redesign of NBA, teams, and the NBA tv digital experiences. Producing a 400% increase in season traffic.**

 Played a key creative role on a team that grew the **American Express OPEN** engagement in the NY office to one of its lead accounts

 American Express, The New York Times, NBA, Chantix, Turner Entertainment

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Creative Director | Digital | Brand



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Bristol-Myers Squibb

Visit my site and let's also chat so I can help navigate some of the creative thinking. Thank you.