

CREATIVE DIRECTOR, CONSULTANT

Prudential Financial | 01.15-05.17



Conceptualized new and existing content into user-friendly, engaging experiences both for the masterbrand and business units



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



Led an innovation team (creative/strategy/ux/tech) ideating around next generation 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.

CREATIVE DIRECTOR, DESIGN & EXPERIENCE

RevHealth, Morristown, NJ | 03.13-10.14



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



Designed 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 clients 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, DIGITAL

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

LEAD CREATIVE, DIGITAL

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.

LEAD CREATIVE, DIGITAL

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