



**BIG CLIENTS. HUGE IDEAS!** – An award-winning Creative Director with accomplished concept driven results, holistic and systematic approach to business/consumer demands, focused on digital platforms with an emphasis on the user experience. Diverse experience with marketing business-to-consumer and business-to-business fortune 500/1000 brands as well as the healthcare industry HCP and DTC, an expert in developing brand strategies, implementing creative direction across multiple channels. With over 15 years experience (agency and client side), I carry a solid track record of delivering effective brand increasing creative/strategic work, exceeding business goals and managing/motivating teams.

**EXPERIENCE** **McCann HumanCare / New York, New York / April 2016 - Present**

**Vice President - Creative Director**

Hire, build and mentor digital creative and UX departments from ground up: including leaders for each discipline. Develop and enforce a digital process and workflow to initiate a streamlined process for digital projects start to finish. Responsible for the output of all digital brands in the agency, clients include **Janssen, Novartis, AstraZeneca** and **Bayer**. Partner with Digital strategy to build programs and campaigns from definition to delivery. Review and approve briefs with teams. Responsible for all digital organic growth and lead/support new business growth.

**FCB Healthcare / New York, New York / July 2011- March 2016**

**Vice President - Digital Associate Creative Director**

Build, develop, mentor and direct a digital creative department with a focus on the user experience. Create branded / unbranded campaigns and solutions for HCP / DTC / DTP including: Websites, microsites, banners, mobile and tablet sites / detail aids and apps, specifically for clients **Teva, Forrest, Merck, Cigna, Vivus** and **Lilly**. Partner with account and strategy leads to build, develop, review and revise strategy / briefs to define and enhance projects. Core team member for client presentations and pitches. Lead internal kickoff, strategy and brainstorm meetings. Concept, review, guide and refine the work from my team.

**Crestron Electronics Inc. / Rockleigh, New Jersey / January 2010- July 2011**

**Creative Director**

Manage and direct creative/strategic vision globally for the **Crestron** brand, with offices located in the United States (HQ), Europe, Asia and Latin America. Responsible for building the business/revenue with dynamic advertising across all channels: which includes, print ads, websites, landing pages, social media development, digital signage, digital billboards, email blasts, tradeshow, identity development and execution, brochures and sales kits. Broaden and enforce brand awareness and consistency on a global level. Develop, direct, maintain and approve brand integration and concepts produced from international offices. Establish senior client relationships, present and sell work to top tier management and their direct reports. Build, develop and mentor nine direct reports and multi-level staffs of art directors, designers, interactive managers and digital animators.

**Electric Media / Fort Lee, New Jersey / June 2009- November 2009**

**Digital Creative Director - Consultant**

Responsible for creative and strategic direction for partners, affiliate companies and brands. Work directly with the CEO on creative development and strategy on websites, landing pages, lead generation pages and banner campaigns. Mentor and train staff.



**Cheil Worldwide / Ridgefield Park, New Jersey / March 2007 - March 2009**

**Digital Senior Art Director**

Developed conceptual interactive campaigns for client **Samsung Electronics Corporation**: Consumer Electronics for their HDTV lineup, cell phones, monitors, printers and home theater. Projects included: interactive design, social media platforms and sites, flash microsites, rich media banners, flash banners, landing pages and email blasts. Responsibilities included: Concept developments of projects, new business pitches, work cohesively with project managers, internal concept presentations and conducted client presentations.

**Cosgrove Associates / New York, New York / April 2004 - February 2007**

**Senior Art Director**

Concepted and developed strategic print and online marketing vehicles for top tier financial institution clients **VISA, Merrill Lynch, Bank of America, Wells Fargo, Chase and MBNA** America. Projects included: Interactive design, microsites, landing pages, banners, email blasts, traditional advertising, direct marketing, relationship marketing, credit card design and event marketing. Responsibilities included: Strategy and execution of presentations with clients, new business pitches, managed production freelancers and budgeted projects with production and account managers.

**McCann-Erickson Momentum / New York, New York / February 2001 - January 2004**

**Art Director**

Performed conceptually creative solutions for clients **American Express, Qwest and Roche Pharmaceutical**. Projects for clients included: **American Express**: Developed concepts into executions of traditional print advertising, promotions, tradeshow and programming for American Express properties such as NBA and World Golf affiliated events. **Qwest**: Art directed and developed print campaigns, storyboards and presentation materials for company's brand launch. **Roche Pharmaceutical**: Developed print campaigns, designed and implemented concepts for web site architecture.

**Grey Global Group G2 / New York, New York / July 1998 - February 2001**

**Art Director**

Responsible for innovative, creative design concepts through completion for clients **Olive Garden, Amerada Hess, Krups, Hasbro/Star Wars** as well as new business pitches. Projects for clients included, **Olive Garden**: All retail promotion materials for franchise restaurants, core menu redesign, seasonal promotional menus, all print collateral including brochures, posters, invites, point of sale displays and packaging. **Amerada Hess**: Sweepstakes promotions and toy truck packaging. **Hasbro/Star Wars**: Event communications, media/trade kits and various promotions for toys and accessories. Coordinated and supervised projects from scheduling through production and oversaw photo shoots.

**EDUCATION** **School of Visual Arts**: New York, New York - BFA in Advertising and Graphic Design

**Parsons School of Design**: New York, New York - Illustration/Fine Arts

**SKILLS** Creative brand strategy, creative direction, brand building, digital and traditional marketing/advertising, creative concept/strategy, project management, team building, business results, consumer attraction/retention

**AWARDS** Art Directors Club, Webby, Horizon Interactive, Manny, Rx Club, MM&M