

## Professional Summary

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An experienced creative leader skilled in strategic thinking and innovative storytelling. Exceptional ability to manage and mentor creative teams, collaborate with clients, and develop insightful solutions, online and offline, that engage consumers and deliver results.

## Skills

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- Creative leadership
- Strategic thinking
- Writing and content creation
- Campaign development
- Digital marketing
- Integrated ideas
- Production expertise
- Video editing— Premiere Pro and After Effects

## Experience

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### Freelance Writer Producer

2014 – Present, 2009 – 2011

- Contracted with agencies in the U.S and U.K. to develop advertising concepts and content.
- Wrote, produced and directed video projects for Intel Corporation, Hitachi Electronics, Accenture, Cumberland CID and Beaulieu of America.
- Developed response-driven marketing communications for global healthcare companies.

### Creative Director

Red House Global Brand Architects 2013 – 2014

The Partnership of Atlanta 2011 – 2013

Screen Five 2007 – 2009

- Spearheaded projects and managed teams of writers, designers and developers to create award-winning advertising campaigns and marketing materials.
- Collaborated with client teams and brand planners to identify meaningful consumer insights and develop targeted marketing strategies.
- Produced, directed and edited television commercials, videos and client presentations.
- Clients: AT&T ForHealth, AT&T M2M, Carhartt, Coca-Cola, DirecTV, Glock, Goodwill Industries, GSMA, InterContinental Hotels, McKesson, Mercer Athletics, Turner Sports

### Associate Creative Director

Grey Worldwide 2003 – 2007

DWP/Bates 2000 – 2003

Pollak Levitt & Partners 1997 – 2000

- Created engaging and effective advertising for a wide range of clients including AT&T, BellSouth, CDW, Georgia Power, Murata Electronics, National Vision and Powertel.
- CDW “Fred” campaign became a cult favorite among its core IT audience, winning multiple awards including a gold Effie and B-to-B Magazine’s Integrated Campaign of the Year.
- Powertel campaign resulted in 1800% growth in two years despite being outspent 5 to 1.

## Education

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**Bachelor of Arts in Journalism**

University of North Carolina, Chapel Hill