



## SUMMARY

An innovative Creative Director/Art Director who has won a Reggie Award (2011), Internet Advertising Competition Award, Mobius, Golden Hammer, Addy, and multiple Creative Excellence Awards by leading Fortune 500 clients to unprecedented, profitable marketing and social media solutions.

A team leader with a known reputation as a mentor, problem-solver, and client liaison. A technically gifted art director/designer with expertise in Adobe CS4 and MS Office.

## CORE COMPETENCIES / TAG CLOUD

Art Direction	Management	Animation	Flash	Design
Dreamweaver	Photoshop	Illustrator	Microsites	InDesign
Social Media	Pitching	Brand Identity	Strategy	html
Budgeting	Web Design	Copywriting	Print	Broadcast
FinalCut Pro	Stunts	Rich Media	Public Relations	Mentoring

## EXPERIENCE

### NEIGHBOR AGENCY, SANTA MONICA CA      MAY 2010 - MAY 2011 CREATIVE DIRECTOR

Managed creative teams while working hands-on to produce integrated marketing and public relations campaigns for Jamba Juice, Petco, Manduka and Healdsburg Tourism. Made hiring/termination decisions while keeping internal budgets top-of-mind.

- Conceived, art directed and oversaw Jamba Juice Cheeseburger Chill YouTube web-mercial, garnering articles in Fast Company, The Wall Street Journal, Adweek, and many others, while winning a Reggie Award for integrated marketing.
- Successfully launched frozen yogurt for Jamba Juice in January of all months, with a multi-pronged integrated campaign. As a result, demand almost outstripped an ample supply.
- Strategized and managed creative on X-Prize pitch, making it to non-creative second round.

### CONTRACT/INDEPENDENT CREATIVE DIRECTOR      MARCH 2007 - MAY 2010

Permalence, client-facing Creative Director at Euro RSCG Los Angeles and Portland for one year, supervising multiple creative teams in development of television advertising, brand identity, and web design while working hands-on as an art director, writer and strategist on national accounts. Managed top-level approach as well as scripts, storyboards, all production elements, rough cuts, motion

graphics, and post-production to final cut. Also Creative Director for personal clients including The Script Department (entertainment consulting) and H2O Technologies, as well as Creative Director/UI Designer/Manager for Britt Benston, LLC software projects.

- Created, managed and marketed an iPhone/iPod Touch productivity app called iScreenwriter, from concept to wireframe to UI to project management – released April 2010.
- Conceived/art directed poster campaign for Pacific Audi -- featured in March/April 2009 issue of Communication Arts for excellence in art direction of photography.
- With a new web site, brand identity, strategy, business plan, and advertising, re-branded The Script Department using an “Old Hollywood” style befitting their name. The new look and communications has doubled site traffic and increased orders by 25-60% YOY during five month marketing blitz.
- Designed and created web site for Just Effing Entertain Me – named in Top 50 industry blogs by Moviemaker Magazine, January 2010.

### **JWT INSIDE, LOS ANGELES CA    MARCH 2004 - MARCH 2007** **ASSOCIATE CREATIVE DIRECTOR**

Created traditional, non-traditional, and interactive recruitment advertising campaigns for Fortune 100 clients—including Boeing, Jack In The Box, Amgen, and Nissan—in order to meet stringent hiring metrics and to generate a positive corporate image. Managed up to 12 direct reports.

- With one of the first online ads to use a live-action narrator, won an Internet Advertising Competition Award for Boeing client.
- With a much-publicized Boeing print/online/outdoor campaign featuring children with Boeing technology, won three Creative Excellence Awards.
- By defining Argent Mortgage’s “type A” brand personality, won \$4.5 million/year account.
- Pitched options for one new Boeing print ad resulting in the sale of three print ads, instantly increasing creative department revenue by an estimated \$100,000 and media by \$750,000.
- Exceeded Boeing’s annual employment expansion goals three years in a row employing non-traditional (3-D sidewalk chalk art, lenticular cards) and rich media solutions. Conceived revolutionary web banner/roof banner to be utilized by Google Earth and Boeing commercial aircraft.

### **FREELANCE ART DIRECTOR    AUGUST 2002 - MARCH 2004**

Art directed successful advertising campaigns, television spots, collateral, trade show booths, and brand identities for many national, household name clients.

- Re-hired regularly by previous employer, Campbell-Mithun, to continue unique campaigns for Rust-Oleum and The Medicine Shoppe clients, as the agency felt nobody else could do it.

- Contracted by FX Networks (NIP/TUCK), McCann Erickson (Northrup Grumann account, various pitches), Seiniger Advertising (Game Show Network account), Pacific Theatres, Belize Tourism, and Frontline Communications (Boeing account) to provide fresh marketing ideas.
- For startup Futurecarz, surrounded NASDAQ with its own fleet, sporting sunshade billboards.

**CAMPBELL-MITHUN, CHICAGO IL    JULY 2000 - AUGUST 2002**  
**SENIOR ART DIRECTOR**

For clients Rust-Oleum, Ace Hardware, Weber Grills, Dunkin Donuts and The Wood Council, conceived and executed popular advertising campaigns while making decisions crucial to quality control.

- Increased Rust-Oleum's Decorative Finishes product sales by 600% in two quarters, attributed to new print campaign – which also won The Golden Hammer Award for advertising excellence.
- Featured in The Wall Street Journal for a two-phase brand launch of The Wood Council, having created and executed television, print, outdoor, guerrilla postings, stadium signage, trade print, collateral, and public relations campaigns.

**LEO BURNETT, CHICAGO IL    MARCH 1998 - JULY 2000**  
**ART DIRECTOR**

Clients: BP Amoco, Nintendo, McDonald's, Delta Airlines, Proctor & Gamble, Lake Cycling Shoes, Pillsbury

**TBWA CHIAT/DAY, ST. LOUIS & LOS ANGELES    MAY 1997 - FEBRUARY 1998**  
**ART DIRECTOR**

Clients: Levi's, Taco Bell, Gramercy Pictures, St. Louis Post-Dispatch, and Harrah's Casino.

**EDUCATION**

UCLA, LOS ANGELES CA  
 CLASS: WEB SITE CONSTRUCTION WITH ADOBE SOFTWARE

PORTFOLIO CENTER, ATLANTA GA  
 ADVANCED PLACEMENT  
 Art Director Graduate

RHODES COLLEGE, MEMPHIS TN  
 B.A, BUSINESS/ART  
 Ward Archer, Sr. Marketing Award