

## BRANDING & COMMUNICATIONS LEAD

### **Creative Direction / Writing / Content Creation / Creative Strategy / Relationship Building**

15+ years as a versatile and creatively-driven brand builder, skilled at managing the development of digital content and traditional advertising. Innate storyteller, consistently able to express a brand's voice and weave its narrative across all content. Adept at translating nuanced information into impactful communications.

Expert project and team leader from ideation through implementation. Exceptional internal and external partner. Skilled at relationship building. Motivated to innovate solutions.

## PROFESSIONAL EXPERIENCE

### **Creative Lead / Writer, New York — July 2019-Present**

Oversee the development and execution of creative content. Write and edit. Recent freelance projects include:

- Sustainability communications projects with ESG consulting firm
- B2C social campaigns for health and wellness enterprise
- Brand messaging for national asset manager

### **Creative Director / Writer, CarrotNew York — July 2016-June 2019**

Mentored a team of designers and writers. Managed the conceptual development, storytelling and production of large-scale, education-based social impact and consumer awareness campaigns for clients including the FDA, Feeding America, TD Ameritrade and Colgate. Harmonized company branding for marketing efforts.

- Built a creative team and created frameworks for creative process, minimizing dependence on freelancers and increasing internal turnaround.

### **Freelance Writer, Grey New York — March 2016-May 2016**

Contracted to create launch ideas for multinational brand. Initial concepts tested exceptionally well.

### **Communications Consultant / Freelance Writer — 2014-2016**

Inspired collaboration, developed brand voice and conceived creative strategy for various boutique agencies, entrepreneurs and nonprofits, including the Zahn Innovation Center at CUNY.

- Streamlined communications messaging and produced a more efficient use of staff resources by conducting a brand messaging workshop with Zahn Innovation Center at CUNY team members.
- Generated 3MM+ Twitter exposures for a little-known European artist. Created social media campaign, encouraging PF Global Artists' pop-up store visitors to take photos of the artist's work and tweet using the hashtag #tomorrowillbefamous. Celebrities shared these photos and videos and created a huge follow-on effect.

### **Group Creative Director, UniWorld Group — 2011-2014**

#### **Associate Creative Director / Copy — 2007-2011**

Reported directly to the Chief Creative Officer. Led cross-functional teams and the production of integrated campaigns targeting multicultural audiences for Fortune 500 companies. Select clients included Ford, Time Warner Cable, Burger King, and Mars.

- Streamlined the content creation process and improved the turnaround of digital and video assets by 25% by collaborating closely with project management and account teams to overcome internal and external challenges.
- Developed successful "Where I'm From" integrated campaign for the Marine Corps that generated follow-up actions from more than 40% of millennial prospects after seeing the ads. Campaign won numerous awards including: American Advertising Federation Mosaic Award for best multicultural campaign of 2011, best interactive campaign of 2012, and David Ogilvy Research Award.
- Achieved 124MM click-throughs, over 51% higher than projected on an integrated launch campaign for the Ford Fiesta. Conceived overarching concept statements, illustrated cultural insights relevant to millennials and wrote all copy for the "Inspired by Color" campaign.

**Senior Copywriter, McCann New York — 2005-2007**

**Jr. Copywriter — 1999-2002, Copywriter — 2002-2005**

Conceived and carried out through post-production TV, print and radio ads for global CPG and retail clients, including L'Oreal, Johnson & Johnson, Unilever, Wendy's, Lowe's and Kohl's.

- Developed innovative campaign for Unilever's 'Skippy Nutshell' commercial, named an Adweek Best Spot. The characters' narrative was used in all touch points, a first of its kind integration.
- Created the name, testing concepts, and ads for L'Oreal's "ColorJuice", a product intended for a short seasonal launch. Campaign was so successful, the product remained on shelf over 10 years.

**ADDITIONAL EXPERIENCE**

**Guest Speaker, Branding Bootcamp, Zahn Innovation Center at CUNY — 2016-2018**

Created lecture "What is Branding" and advised students accepted into highly competitive startup incubator.

**Marketing Consultant, Philip K. Howard and Common Good — 2013**

Collaborated with team on creative approaches to content, website redesign and campaign ideas.

**Communications Chair, Board, Yale Alumni Association of New York — 2011-2013**

Edited and maintained bi-monthly newsletters with an over 25% open rate. Achieved faster turnaround in social media channels by creating and managing a task force to overhaul channel strategy. Increased awareness of Alumni events by hiring and managing the board's first Communications Coordinator.

**ADDITIONAL TRAINING & MENTORSHIP**

Served on the Master of Professional Studies Portfolio Review Committee. 2018

Yale Forum for Volunteer Leadership & Innovation. 2012

Mentor, MAIP/Multicultural Advertising Intern Program. 2007 & 2012

**EDUCATION**

NYU Graduate School of Film/TV, New York, New York. M.F.A.

Yale University, New Haven, Connecticut. BA History/Theater Studies.