

## SUMMARY

Creative director with extensive experience working in video, digital and print for integrated promotions and content marketing. Inspired creative thinker, highly talented designer with a wide range of skills, and a deep understanding of branding and sponsorship. Delivers goals on schedule and in budget. With a background in studio arts.

Skilled at creative ideation, storyboarding, copywriting, design and execution. Digital, video and print production are second nature. Communicates clearly, collaborates very well, and is an enthusiastic manager and mentor to creative juniors.

## SKILLS

Advertising	Creative Direction	Online Design	Motion Graphics	Editorial Integration	Storyboarding
Promotion	Art Direction	Print Design	Photo Retouching	Production	Ideation
Content Marketing	Management	Video Editing	3D Modeling	Presentations	Copywriting

## SOFTWARE

Adobe Creative Suite, After Effects, Cinema 4D, Premiere, Photoshop, Illustrator, InDesign, HTML, CSS, MS Office

## WORK EXPERIENCE

### Mr. Olympia and Muscle & Fitness, New York, NY.

2020–Present – Creative Director

Lead the rebranding and creative direction for the 2019 Olympia Fitness and Performance Weekend, resulting in the largest revenue in the event's history. Helped build the relationship with title sponsor Wings of Strength, resulting in a successful merger, and was a key hire during corporate transition. Streamlined graphic and video production under reduced team size and budget, on critical deadlines. STAFF POSITION.

### American Media Inc., New York, NY.

2010–2020 – Creative Director

Provided creative direction for online sponsored content campaigns in the health & fitness and celebrity markets. Helped conceive, sell and produce a \$100K social video program 'Lifter's Guide' for GNC, and a \$50K program 'Feats of Strength,' based on editorial content. Managed high-paced production of broadcast spots, online, and print promotions for magazines including *Men's Journal*, *Muscle & Fitness*, *OK!*, and *Star*. Was a key hire from *Playboy* magazine to integrate their marketing and sales programs at American Media during acquisition. STAFF POSITION.

### Playboy Enterprises Inc., New York, NY.

2005–2010 – Promotion Art Director

Managed and improved the workflow of high-paced production services in Playboy's NYC Marketing Art Department for marketing, sales, and intra-departmental creative requests. Took a lead role in renovating and rebuilding the art department and increased staff, equipment, capability, and workflow. Provided design leadership for three \$1M sponsored Super Bowl parties, creating and directing web, video, print, email campaigns, event decor, and video. Interviewed, hired, and managed top freelance talent. STAFF POSITION.

### Wunderman, New York, NY.

2004–2005 Art Director

Art directed the Microsoft TechEd 2005 website and direct marketing print components. Established design guidelines and developed graphics, animated elements, photo treatments and banner ads, meeting urgent deadlines. Was rehired on the strength of the work. FREELANCE.

### Scholastic Inc., New York, NY.

2000–2004 – Animator

Designed and brought to life After Effects animation for multiple titles in the award-winning 'I-Spy' children's CD-ROM line. Delivered critical design elements for five best-selling releases, animating puzzle animations and character animations with voiceover. FREELANCE.

## EDUCATION

B.A. in Art and Art History, Rice University, Houston TX.