

## SUMMARY

Creative director with extensive experience 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.

## WORK EXPERIENCE

### **JW Media - Mr. Olympia and Muscle & Fitness, New York, NY.**

2020-Present - Creative Director *STAFF POSITION*

- ◆ Led the rebranding and creative direction for the 2019 Olympia Fitness and Performance Weekend, resulting in record revenue.
- ◆ Created custom brand content for title sponsor Wings of Strength, resulting in a successful merger.
- ◆ Was a key hire during corporate acquisition.
- ◆ Streamlined branding, graphic and podcast post-production under reduced team size and budget, and on critical deadlines.

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

2010-2020 - Creative Director *STAFF POSITION*

- ◆ Made integrated creative assets for sponsored content campaigns in the lifestyle, health & fitness, and celebrity markets.
- ◆ Helped conceive and produce a video program 'Lifter's Guide' for GNC, earning \$100K, 800K social views, and over 3K shares.
- ◆ Streamlined high-paced production of broadcast spots, online, and print promotions for magazines including *Men's Journal*, *Muscle & Fitness*, *OK!*, *Star*, and *Playboy*.
- ◆ Was a key hire from *Playboy* magazine to integrate their marketing and sales programs at American Media during acquisition.

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

2005-2009 - Promotion Art Director *STAFF POSITION*

- ◆ Improved the workflow of Marketing Art Department production services for marketing, sales, and intra-departmental requests.
- ◆ Took a lead role in renovating and rebuilding the art department and increased staff, equipment, capability, and workflow.
- ◆ Led art direction for three \$1M sponsored Super Bowl parties, art directing web, video, print, email campaigns, and décor video.
- ◆ As manager interviewed, hired, and retained top freelance talent.

### **Wunderman, New York, NY.**

2004-2005 - Art Director *FREELANCE*

- ◆ Art direction for the Microsoft TechEd 2005 website and direct marketing print components.
- ◆ Established style guidelines and created graphics, animations, photo treatments and banner ads, meeting urgent deadlines.
- ◆ Was rehired on the strength of the work.

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

2000-2004 - Animator *FREELANCE*

- ◆ Brought characters to life in After Effects animations for multiple titles in the award-winning 'I-Spy' children's CD-ROM line.
- ◆ Conceived and made critical elements for five best-selling releases, animating puzzles and character interactions with voiceover.

---

## SKILLS

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

## SOFTWARE

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

## EDUCATION

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