

EXECUTIVE CREATIVE DIRECTOR / COPYWRITER / DIRECTOR

Innovative, indefatigable Executive Creative Director with proven track record cultivating creative excellence and building collaborative, positive environments that promote growth for agency, clients and teams. Prolific, award-winning copywriter, commercial director, and health care creative experienced in multiple therapeutic categories including Oncology, Immunology, Metabolics and Mental Health across DTC and HCP. Consistently deliver impactful omni-channel brand concepts. Supportive mentor adept at supporting and teams to their fullest potential. Improvisational thinker simultaneously capable of creative free-thought and firm adherence to schedule and budget in fast-paced, ever-changing conditions. Resourceful resource manager. Client Sherpa.

CREATIVE DIRECTION • HCP WRITING • DTC • CLIENT SUPPORT • CREATIVE DEVELOPMENT • TEAM BUILDING • STRATEGY • CONCEPTING • BUDGET & SCHEDULE • DIRECTING • PRODUCTION • EDIT & VFX • ADOBE CREATIVE SUITE

PROFESSIONAL ACHIEVEMENTS

- Managed creative teams and partnered with agency departments to create effective, standout, award-winning creative work across platforms. Vast experience working with and presenting to top brand CMOs, and CEOs at companies ranging from Fortune 500 to startup. Led pitches and authored account-winning campaigns resulting in added billings of nearly \$1 billion across all agencies.
- Directed and co-wrote PSA for States United for the Prevention of Gun Violence, heralded as “The Best Gun Control Commercial Ever Produced” by BuzzFeed, with over 200 million views at last count.
- Directed “Your Dreams Miss You” campaign for Rozerem, named “One of the Top Pharma Spots of the Millennium” by Adweek. A cultural phenomenon, it was featured on The Jay Leno show, The Simpsons, a New Yorker cartoon, and The Sopranos.

EXPERIENCE

FREELANCE: MARCH 2020-present

FCBCure/NY • Humancare/NY • BBDO/ NY • Calcium/NY • AMGEN/Thousand Oaks,CA

• Cedars Sinai Hospital/Los Angeles • National Institute of Health/ Rockville, MD

Contributed to key new business pitches, reworked existing concepts to preserve core elements while accommodating testing feedback, developed concepts and campaigns for Sotyktu, Augtyro, Opdivo, Rezdiffra and numerous others.

OFFICIAL SELECTION

Principal/Creative Director Santa Monica, California 2018-2020

Devised brand and business strategy for startup athletic training facility. Designed and built multi-functional website that expressed complex kinesiology MOA as compelling brand story. Automated sign-ups and scheduling to decrease workload and increase billable hours, resulting in 300% surge in enrollments in first six months and 5x revenue growth year over year.

COMMITTEE/LA

Commercial Director/Creative Director Venice, California 2016-2018

Established creative studio at multi-disciplinary production house. Managed brand strategy practice and creative development of social, traditional, experiential, and branded content for direct-to-client projects. Led new business efforts resulting in 40% annual growth.

HARVEST FILMS Santa Monica, California 2009-2016

Commercial Director

Partnered with creatives and producers at top agencies in the US and Canada who trusted me to ensure their ideas turned out even better on screen than they were on paper.

RSA FILMS West Hollywood, California 2006-2009

Commercial Director

Recruited to join roster of elite directors at Ridley Scott's commercial production company. Directed award-winning commercials, short films, and branded content.

EXPERIENCE

- BBDO New York, NY 2000-2006
Senior Vice President / Senior Creative Director
Led successful pitches for AOL, E*Trade, Office Depot, and Long John Silvers accounts worth \$200 million in billings. Managed and grew these accounts while working hands on across the agency. Originated heavily-awarded FedEx campaign that continues to this day.
- AMMIRATI PURIS LINTAS New York, NY 1996-2000
Executive Vice President, Managing Director, Creative
Built \$250 million creative group responsible for 55% of agency billings and 75% of its awards. Expanded relationship with Labatt USA to five brands and 10x revenue. Won \$100 million GMC account. Drafted to save UPS account in review. Revitalized dying RCA brand, leading to improved sales and increased agency revenue after three straight years of decline.
- OGILVY WORLDWIDE Paris, France 1995-1996
Associate Creative Director, Copywriter
Brought to Paris to help establish truly collaborative global network. Partnered with ECD to manage IBM EMEA and build trust and connections between agency and European brand team. Inherited IBM Solutions for a Small Planet campaign and extended it creatively, strategically, and executionally. Flew the Concorde. Explored endlessly.
- AMMIRATI & PURIS New York, NY 1992-1995
Copywriter
Hired to work on BMW. Immediately pulled onto Schweppes to satisfy spokesman John Cleese's demand to work with "someone who can bloody write comedy."

VOLUNTEER

- UNITED STATES SOCCER FEDERATION, Los Angeles Leadership Council 2019-Present
Founding member
Support and promote US Soccer and its mission in Southern California. Identify opportunities to improve and enhance technology, operations, player programs, and revenue potential of governing body of soccer in the United States. Develop solutions and work with partners to fund, pilot-test, refine, and activate these ideas federation-wide.
- THE MISROCK FOUNDATION for Prostate Cancer Research, Basel, CH & NY, NY 2004-2019
Board member
Produced informational videos, provided copywriting, graphic design, and technical support for foundation funding research and development of nanotechnology applications in prostate cancer treatment. Foundation supports initiatives worldwide and endows professorships at M.I.T. and E.T.H. in Basel, Switzerland.

EDUCATION

University of Michigan, Ann Arbor, MI
Bachelor of Arts, English

ORGANIZATIONS

Directors Guild of America

AWARDS

Available on Request¹

¹ Seriously. You can have them. Pick any three (3). But if they're crazy heavy like Cannes Lions or the bird men from the London Internationals, you have to pay shipping.