



Experience

Contract Creative

2002-Present

Client Relationships

- Mountain House, DAP, Eastman Outdoors (Carbon Express, Gorilla), Rustoleum

Short-Term Contracts

- TGS, Plan B, Momentum, Schawk, Marketing Store, ARC/Leo Burnett & many more

Long-Term Contracts

- TPN, Motion, Anthem, Geometry, TracyLocke
- Geometry (Team Unilever Shopper)
- TPN
- Wunderman/Y&R
- Ogilvy Action
- MSI

2015-Present
2014-2015
2010-2014
2007-2010
2005-2007
2002-2005

Motion (Formerly MSI: Marketing Support, Inc.)

2000-2002

Creative Director

- Led a large creative team to develop retail, packaging, merchandising, advertising and brand positioning for several leading hard goods clients.
- Worked closely with clients to develop new product launches and establish 360° go-to-market plans.
- Developed the brand strategy and creative platform for the hugely successful re-launch of Skil Power Tools.

Draft/FCB (Formerly Lee Hill, Inc.)

1995-2000

Concept Director

- Started the first copywriting group and was a founding member of IdeaWorld, Draft's proprietary ideation group which serviced all clients.
- Led the Sprint creative team and launched the Sprint Store at Radio Shack and launched Sprint Wireless nationwide.

Wunderman

1993-1995

Sr. Copywriter / Copywriter

- Lead writer and conceptual on Miller, Taco Bell, PepsiCo, Gatorade and Bayer.
- Supervised several junior writers.

ARC Worldwide (Frankel & Company)

1992-1993

Jr. Copywriter

- Gained extensive experience in sales promotion, direct and integrated marketing.

Education

Bachelor of Science in Journalism

1991

E.W. Scripps School of Journalism, Ohio University, Athens, Ohio