

Objective

To lead a progressive group of creative thinkers and help push the interactive medium as the most valuable channel in the marketing mix.

Education

Parsons School of Design (9/99 - 5/03)

Design Management (BBA)

Primary focus on Interactive Media

Thesis: VoIP Regulations & the State of the US Mobile Communications Market

Experience

Organic, New York (5/06 - present)

Creative Director

Organic is an web development and marketing services company that helps clients build and refine their presence online. In addition to managing large creative teams tasked with developing multiple online ad campaigns within tight turnaround schedules, the oversight of work across multiple office locations has become a daily task as our offices continue to grow. Clients include: Bank of America, Estée Lauder

Digitas, New York (5/05 - 5/06)

Interactive Art Director & Lead Designer

Digitas provides interactive media and marketing services through its two agencies, Digitas and Modem Media. Both units offer such services as media planning, marketing consulting, and online creative services. To make the American Express brand stand out among the growing competition in the credit card market, the group was involved with took on the task of delivering cutting edge interactive marketing experiences that created a lasting impression in the market. Clients included: American Express, GameTap

Agency.com, New York (1/03 - 5/05)

Interactive Art Director

Agency.com offers a range of online and interactive media services, including creative online advertising development, media planning and buying, and direct e-mail campaigns. Ongoing interactive projects with Discovery Networks and JPMorgan Invest consisted of online advertising campaigns and interactive marketing media that tied strategically into online promotions. Clients included: Discovery Networks, JPMorgan Invest, CNN, BrownCo and British Airways

Recognition

Judge—Midas Awards (2008)

Horizon Interactive Awards (2006)

Discovery Networks, Shark Week - Best of Category - Banner/Email Ad

Internet Advertising Competition (2006)

Discovery Networks, It Takes a Thief - Best entertainment Rich Media Online Ad

CNN.com, Free Video Campaign Launch - Best News Rich Media Online Campaign

iNOVA Awards (2005)

Animal Planet Wild Wednesday - Best of Banner Campaign

Animal Planet Wild Wednesday - Banner Campaign - Gold

Software

Advanced Actionsript for front-end design/animation, Adobe: Flash, Photoshop, Illustrator, Fireworks, AfterEffects, Final Cut Pro, Maya, Autodesk 3Ds Max, Electric Rain Swift 3D, HTML, CSS.