

WORK EXPERIENCE

July 2010–Present

Atmosphere Proximity, Creative Director

- Doubled the size of the DePuy Synthes account (J&J) by developing a complete digital ecosystem for HCP and patients. Developed a digital brand awareness campaign. Launched their first patient CRM program.
 - Launched Saxenda, Novo Nordisk’s anti-obesity drug, with a campaign consisting of three websites, two banner campaigns and several patient-facing digital tools
 - Reimagined the patient digital educational experience for Wall Street English (Pearson), including social media functionality, gamification rewards and calendaring of events
 - Created an interactive retail sales wall for Citibank branches across the country with unique digital tools designed to bring 10 business offerings to life
 - Launched RoomKey.com with a Facebook promotion garnering 25,000+ “Likes” in under three weeks
 - Won a pitch for Ethicon’s digital AOR and worked closely to develop their global digital marketing strategy
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April 2010–July 2010

Freelance Creative Director

- Rosetta – Helped win two new business pitches: Purdue Pharmaceuticals and Valvoline
 - Rauxa Direct – Brought Verizon’s new branding to life in the B2B CRM space
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April 2005–April 2010

G2 direct & digital, Associate Creative Director

- Developed direct mail concepts for the Liberty Mutual auto insurance account, targeting college students
 - Led the consumer DSL, small and large business creative teams on the BellSouth/AT&T account for two years. Achieved all time best response rates using both direct mail and online banner advertising
 - Directed a rebranding effort for Time Warner Cable Business Class, encompassing a wide variety of media including print advertising, radio, email, microsites, Web banner ads and collateral. Won a NY ADDY award.
 - Rebranded Sun Chemical, the largest ink and pigment manufacturer in the world. This entailed developing a new identity for internal and external communications across a wide variety of media including a complete redesign of their global corporate Web site (sunchemical.com), trade show event marketing, print advertising, email, Web banners, microsites, landing pages, collateral and PowerPoint presentations.
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Sept 2003–April 2005

Freelance Creative Director/Copywriter

- Alchemy – Developed TV concepts for Reminyl Rx, an Alzheimer’s drug
 - dotglu (Kirshenbaum Bond & Partners) – Helped win the Mohegan Sun account, brought new Verizon SuperPages campaign to life in B2B direct space, developed online promotion for beach-nut.com
 - MRM – Brought Avaya print campaign to life for digital, created Microsoft educational materials
 - Thompson Connect – Created dimensional direct mail for Merrill Lynch
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Sept 2001–Sept 2003

Ogilvy & Mather Advertising, Creative Supervisor/Copywriter

- Supervised the retail creative advertising team on the \$500+ million AT&T Wireless account and launched the “mLife” campaign nationwide. This included national retail print and local market radio
 - Established AT&T Wireless as the number two consumer cell phone carrier in the U.S.
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June 1996–July 2001

Lowé Lintas Advertising, Senior Copywriter

Created award-winning direct response advertising for a wide variety of clients, including the Berger Funds, Cunard, Dell, RCN and MONY (Life Insurance and Variable Annuities).

EDUCATION

1989

Columbia University, BA, Political Science**AWARDS**

Burke Award (J&J)
Caples
Creativity Magazine
Mark (Cable and Telecommunications Association for Marketing)
NY ADDY
WebAward