

EXPERIENCE

Creative Director | Publicis Groupe

2024 – 2025

Accounts: Pfizer (Velsipity)

- Expanded existing brand campaign to include testimonials, social ads, radio, Reddit, OLV and other media
 - Managed DTC creative department, ensuring all projects were completed within scope and complied with FDA regulations
 - Coordinated with directors, editing houses, recording studios, and post-production agencies to ensure quality of work
 - Continued to set new creative standards across testing metrics including the highest possible score in System 1
-

Associate Creative Director | FCB Chicago

2022 – 2024

Accounts: Pfizer (Velsipity, Abrysvo, Xeljanz), Amazon Prime, Cox Communications, AbbVie (Qulipta, Ubrelvy), Brita

- Created and launched the Velsipity brand campaign (TV, radio, social, website, banners, POC, brochures, et al) to include Pfizer's highest testing TV spot in the company's history
 - Managed creative teams, ensuring all projects were completed on time, within budget and exceeded FCB's creative standards
 - Pitched and won the Qulipta (AbbVie) account
 - Awarded FCB's Best in Show award
-

Associate Creative Director | Symphony Talent

2020 – 2022

Accounts: Airbnb, Comcast, Nestlé Waters, Nasdaq, Nike, Peraton, Stellantis

- Managed creative department of ten professionals
 - Pitched and won the Nike, Stellantis, Airbnb, and Del Monte accounts
-

Associate Creative Director | Freelance

2019

Agencies: Annex88 (Havas), Ogilvy, Campbell Ewald, McCann

Accounts: Airborne, Neuriva, Bayer, MilkPep, New York State, Samsung, Wells Fargo

- Developed a national advertising campaign for Bayer
 - Concepted and wrote Samsung's global 5G launch campaign
-

Senior Copywriter | Saatchi & Saatchi

2015 – 2019

Accounts: Procter & Gamble (Bounty, Cascade, Charmin, Dawn, Mr. Clean, Puffs, Swiffer)

- Developed a national campaign for Puffs which led to the outselling of Kleenex for the first time in the brand's history in key markets
 - Out-performed testing metrics across mediums which led to being awarded P&G's "Checkered Flag" award
-

Senior Copywriter | Kirshenbaum Bond Senecal + Partners

2015

Accounts: BMW, TE Connectivity, Windstream Communications

Adjunct Professor | School of Visual Arts

2013 – 2015

- Taught classes in copywriting and portfolio development
-

EXPERIENCE (continued)

Senior Copywriter | Dimassimo Goldstein 2011 – 2015

Accounts: Affinity FCU, CheapOAir, Chubb, Double Cross Vodka, Fresh Direct, L'Auberge Hotel + Casino, Marcum LLP, Mediacom, Saint Luke's Health System, TradeStation

- Pitched and won the CheapOAir, FreshDirect, Everbank, Chubb, and C-Wonder accounts
-

Copywriter | Gotham, Inc. 2010 – 2011

Accounts: Best Western, Butternuts Beer + Ale, Cheerwine, Citi/AA, CNBC Originals, Cuddl Duds, Denny's, Duracell Powermat, Hickory Farms, Newman's Own, N.Y. Pops, Reebok, Sunglass Hut

Copywriter | McKee Wallwork Cleveland 2009 – 2010

Accounts: Adbowl, Bloomberg, Mr. Rooter Plumbing, Presbyterian Hospital

- Helped develop Adbowl – the first mobile app that allowed users to rank Super Bowl commercials in real time
-

Copywriter | Freelance, Merkley + Partners 2009

Accounts: Arby's, Duncan Hines, Mercedes-Benz, Tic-Tac

EDUCATION

Eastern University

MBA (expected 2026)

The Creative Circus

Certificate, Copywriting

St. Francis College

Bachelor of Arts, Communications
– Advertising + Public Relations

AWARDS + PRESS

D&AD, One Show, ADDYs (local, district, and national) Tellys, Davies, Graphis, CA, RMA, DTC Awards, Spike TV's Funniest Commercials of the Year, NY Times, Ihaveanidea, USA Today, AdAge, Ad Week