

AMAZON

Global Social Creative Director /// 2020 - 2022

As Global Social Creative Lead, my responsibilities included improving brand awareness and sentiment. I achieved a 62% increase in brand sentiment and creatively spearheaded Amazon's most successful social Super Bowl campaign, generating over 140 million user engagements. I also played a key role in recruiting top creative and production talent.

SNAPCHAT

Global Creative Lead /// 2020

As a leader of creative social teams for "Snapchat Originals" campaigns, helping to increase brand awareness and time spent on the app. Also oversaw creative and production aspects of Snapchat's mission to engage users to register to vote in the 2020 US primary elections. Our efforts resulted in 1.7 million new Gen Z and Millennial voters registering via the app.

OBSERVE AND CREATE

Creative Director, Partner /// 2019 - Present

As Co-founder and Creative Director at Observe and Create, I oversee the creative development and customized production of AR experiential and original content for a group of Fortune 500 companies. Additionally, I work in collaboration with our strategic team to conduct demographic studies that analyze the impact of the '1 second' generation. As the Head of Recruitment, I am also responsible for scouting and managing top-tier talent in the creative development team.

MUSE/QUANTASY

VP, Creative Director /// 2013 - 2019

Led creative and production teams for Fortune 500 clients (Acura, Honda, Wells Fargo, California Lottery, City of Hope) in multicultural/Gen Z and Millennial markets. Expanded client base, increased media spending by \$20M/year for 6 years, leading to agency growth, industry awards, and successful merger into a leading advertising, social media, technology, and entertainment agency.

CAMPBELL-EWALD - LA

Associate Creative Director /// 2012 - 2013

Following my successful completion of projects in the Detroit office joined the LA office and immediately set about driving creative innovation. Achieved this by recruiting outstanding creative talent to oversee projects for Kaiser Permanente, Pimco, LA Tourism, Ghirardelli Chocolate, and new business. To further streamline operations, established in-house creative production teams and implemented efficient processes.

CAMPBELL-EWALD -DETROIT

Associate Creative Director /// 2008 - 2012

Tasked with ideating, pitching, and executing award-winning integrated campaigns for high-profile clients like US Navy, Alltel Wireless, DOW Chemicals, Center for Disease Control, Motor City Casino, US Postal Services, and new business. Led team creating strategic and interactive campaigns for the US Navy with a budget exceeding +\$40M, making them the top recruiting entity among the Department of Defense/Armed Forces. Created Navyformoms.com, the first social media site for mothers of Navy personnel.

GLOBALHUE

Sr. Interactive Art Director /// 2006 -2008

Joined Global-hue full-time in 2007 after help securing the Walmart multicultural account as a freelancer in 2006. Utilized expertise in interactive campaign development for high-profile clients like Dodge, Jeep, Chrysler, American Airlines, and Walmart. Led traditional creative campaigns for Universal Studios and the US Navy in the multicultural demographic space. Collaborated with GMG to develop geo-targeted interactive campaign strategies for optimal campaign impact.



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