



EXPERIENCE

Associate Creative Director @ Cheil USA, Dallas 07/2024 – 07/2025

- Helped build the new Paid Social team dedicated to Samsung, and oversaw deliverables for launches and ongoing marketing for AI-integrated tech products, primarily their flagship S series and foldables smartphones, tablets and wearables (buds, ring, watch).
- Managed 5 mid to senior level Creatives through the development of strategic, audience-specific nuanced ads slated for TikTok, X, Meta, Snapchat, Reddit, and YouTube.
- Elevated the work by having a creative vision that steered the team towards craft, and by fostering a friendly growth-oriented culture of creativity and innovation.
- Pitch contributions for 6 new business opportunities.
- Crystallized a streamlined workflow to handle the fast-paced day-to-day and deliver stronger work. Landed client approvals in significantly less rounds of feedback review and boosted productivity resulting in completing 140 projects in 12 months as a well-run team.
- Meticulous attention to detail from alignment to Briefs and to brand standards to pushing creativity, consistently, had a positive impact recognized by Client, Account team, and Project Managers.

Associate Creative Director @ The Mixx, New York 05/2022 – 04/2023

- Led successful brand campaigns for many Johnson & Johnson Vision products: Abiliti and Acuvue contact lenses, and intraocular lenses (IOLs) treating presbyopia.
- Championed for crafted, distinctive, and strategic creative work. Supervised, inspired, and motivated art directors and designers by being an optimistic and collaborative leader to push forward-thinking creativity.

Associate Creative Director @ Rate, Chicago 03/2021 – 03/2022

- Partnered with my Creative Director to oversee and elevate the work — owned projects from concept through production. Presented to upper management to pitch creative ideas.
- Strategized omnichannel campaign solutions for cohesive customer journey experiences across mortgage/lender products.

Creative Director @ Freelance 03/2008 – 03/2021

Critical Mass, Dentsu, Energy BBDO, Havas, Leo Burnett, Ogilvy, OLIVER, others

- Came up with Live Life M-Powered concept for Midol, an award-winning campaign. Helped launch this social-first rebrand aimed at Gen Z by overseeing the still photo shoot and 4 video shoots simultaneously in Toronto — all the way through from storyboards, treatment, casting, sets, production to post-production.
- 360 integrated campaign work, rebrands, concepts, tactics, assets, whatever the Ask — for tech, retail, financial, health, cpg, telecom, nonprofit, and academia brands. Well-rounded, versatile art director.

AWARDS

2021 Drum Award, Midol Brand Relaunch
2021 Effie Finalist, Midol Brand Relaunch
2021 NY Festivals Shortlist, Midol Relaunch
2021 Drum Chip Shop Finalist, Best Stunt
2018 GDUSA Design Honorable Mention
2017 'Hear Our Voice' Poster Exhibit
2016 GRAPHIS Silver
2016 GRAPHIS Merit
2015 Ad Age's Creative for a Cause Finalist
2014 PRINT Regional Design Annual

SKILLS

Builds brands while building people up.

Big picture thinking.

Expertly crafts the work.

Tech-savvy.

Proactive with solutions.

PROFESSIONAL AFFILIATIONS

100 Roses from Concrete

Executive Board Member,
2024 – present

The G.R.O.W.T.H. Initiative
Creative Lead, Art,
2020 – 2025

The One Club for Creativity

Member,
2021 – present

EDUCATION

Miami Ad School
Art Direction

University of Illinois
BS Advertising