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Battle-proven Executive Creative Director with deep digital chops and a flair for strategy. Endlessly curious about and immersed in client's brand and business. Equally comfortable engaging C-level clients and managing complex, rapid-paced projects. Specialist in building, motivating, and mentoring inter-disciplinary creative teams to be nimble, innovative, fearless, and unflappable.

Otter

Los Angeles CA
2010 to present

PRESIDENT & CHIEF CREATIVE. Creative/strategic consultant, bringing Fortune 100 marketing solutions to bear on cause marketing, issue advocacy, and public policy campaigns. In partnership with Sergey Brin and Ogilvy London, led the online launch of Cultured Beef, the world's first laboratory-grown hamburger—a groundbreaking milestone in ethical and sustainable meat production. Developed long-term online and social strategy for a SoCal regional redevelopment measure, turning the tide in what was shaping up to be a volatile public quagmire. Directed a total brand and functional overhaul of the D-Word, the largest idea- and resource-sharing social network for international documentary pros.

South Robertson Neighborhoods Council

Los Angeles CA
2007 to present

PRESIDENT. Four-term elected leader of the Council, a chartered branch of the City of Los Angeles bridging grassroots action and City government. Honed the Board into one of the City's most successful, innovative, and effective Councils, winning the 2013 EmpowerLA award for its pioneering programs.

Spearheaded a comprehensive regional branding and outreach effort to build resident pride, identity, and investment. Broke through a decade-long impasse on a \$9 million renovation of the local Recreation Center by leading a hands-on community design charrette, shifting a contentious debate towards problem-solving and actionable solutions. Brokered a hard-won \$1.5 million transportation improvement agreement between the City, local activists, and a major real estate developer after early negotiations collapsed.

Participant Media & TakePart

Beverly Hills CA
2008 to 2010

VICE PRESIDENT, CREATIVE. Creative head of digital initiatives for Participant, a media company founded by Jeff Skoll dedicated to social change (*An Inconvenient Truth, Lincoln, CITIZENFOUR, Spotlight, He Named Me Malala*). Drove the conceptual, strategic, and creative development of TakePart.com: an issue-driven online community at the intersection of cutting-edge storytelling, interactive data visualization, and real-world activism. Activated volunteers via an extended suite of mobile apps. Co-developed successful Members Project CRM partnership with American Express, which resulted in \$6.5 million donated to charitable projects and 53,000 volunteer hours logged by members. Crafted award-winning issue campaigns (including web, animated video, and social media components) for such films as *Food, Inc., The Cove*, and *Waiting for "Superman,"* all designed to inspire and transform public debate.

SapientNitro

Los Angeles CA
2006 to 2007

CREATIVE DIRECTOR, WEST COAST. A pioneer within Sapient's newly-acquired Experience Marketing practice, bringing thought leadership and direction for the company's strategic vision, capabilities development, role definition, and creative processes. Led creative teams in Los Angeles, San Francisco, and San Diego. Led the development of a robust creative intranet to facilitate knowledge sharing and foster a sense of connection within the global network. Won and rebuilt award-winning sites for Fandango and YellowPages.com and expanded relationships with Sony Electronics, Logitech, Intuit, Pfizer, and Yahoo!

Tribal DDB

Los Angeles CA
2004 to 2006

CREATIVE DIRECTOR. Tribal LA's founding Creative Director. Assembled and structured a full site development practice, including information architecture and usability/human factor testing.

Crafted rich media marketing campaigns designed to fully integrate with offline channels for Paramount Pictures, Epson, Wells Fargo Bank, and Ameriquest Mortgage (including the Lion- and Emmy-winning Super Bowl 2005 "Don't Judge Too Quickly" campaign). Convinced online dating service eHarmony to tell unfolding stories via sequentially-served video banners, radically increasing click-throughs and conversions.

With new business wins for eHarmony, E! Entertainment, Schiff Nutrition, Korn/Ferry, GameFly, CinemaNow, and Paramount, Tribal DDB was named Adweek's Interactive Agency of the Year in 2005, with annual office billings exceeding \$80 million.

Modem Media

Chicago IL / London UK /
New York NY / Norwalk CT
1998 to 2002

CREATIVE DIRECTOR. Creative lead for Delta Air Lines, Modem's largest client. The centerpiece effort: a complete re-architecting of Delta.com, which triggered a dramatic upswing in online bookings and yielded 2002 revenues in excess of \$1.4 billion, a greater return than any airline site in its class.

Extended Modem's strategic leadership by spearheading the creation of Delta's Brand Council, a pan-agency roundtable responsible for repositioning the Delta brand. Expanded client work to encompass trend-setting in-airport check-in kiosk and gate displays; a dedicated flight attendant intranet; and cross-channel marketing programs (doubling the prior response rate). Pushed client to develop industry-first mobile apps for booking, flight status, and check-in.

A passionate advocate for user-centric web design, reshaped Modem's creative processes to integrate research, testing, and formalized information architecture. Additional clients included General Motors Europe, SCJohnson, Compaq, and 3Com. Major new business wins for 3M, Christie's, and Avon.

Education

Bachelor of Arts in English Literature (Undergraduate Creative Writing Program)
Northwestern University, Evanston IL

Recognition

Numerous industry awards, including One Show, Addys, Webbys, WebAwards, IMAAwards, AD:TECH, etc. London International Awards juror, OMMA Conference speaker, former Multicultural Advertising Training Program board member, and recipient of public commendations from the Mayor and City Council of LA.

Skills

PERSONAL:

- Champion of big ideas, solutions-driven creative, and craftsmanship in execution
- Adept at distilling complex ideas for maximum clarity and impact
- Expert in brand development and strategy
- Calm, resourceful, and reasonable in a crisis

TECHNICAL:

- Responsive, mobile-first interface design
- Print and logo design
- Copywriting and editing
- Information architecture
- Standards-based coding
- Agile, agile-scrum, and waterfall UX/design

Category Experience

Top-tier clients in airline and travel, automotive, consumer electronics, e-commerce, entertainment, financial services, health and pharma, issue advocacy, online services, and package goods.

Toolkit

DESIGN: Photoshop, Illustrator, InDesign, OmniGraffle, whiteboard, napkins

CODING AND VERSIONING: Coda, CodeKit, MAMP Pro, Sequel Pro, Git

FRONT-END LANGUAGES: Standards-based HTML5, CSS3/SASS, jQuery, light PHP, bad French