

Influential Emmy nominated and award-winning creative executive offering global multi-media branding, design, creative direction, plus studio management expertise in fast-paced and ever-evolving environments seeking a new challenge as:

SENIOR EXECUTIVE CREATIVE, MARKETING DIRECTOR

- Expert in developing and executing multi-platform revenue driving 360° marketing campaigns that grow brand awareness, significantly boost subscriptions and audience growth across digital platforms.
- Deep experience with entertainment marketing including development of key art, promo/trailer creative, digital and social media for content-led campaigns.
- Experience with brand design and integrated brand campaign execution, including TV, OOH, static, mobile, digital and social media.
- Extremely adept at working with internal and external agencies on programming, rebranding, promotional trailers, graphic design, Key Art, OOH, sizzles, upfronts and promos sales tapes and digital video installations.
- Creative operations whiz and problem solver able to propose innovative solutions and the ability to translate objectives into high profile campaigns.
- Strategic communicator concisely articulating rationales, ensuring creative ideas are on-brief and adhering to established brand guidelines.

Broadcast | Digital Media | Post-Production | Workflows | Design | Storytelling | Leadership | Film
Creative Strategy | Television | Reconcile | Key Art | Video Editing | Partnership | Ad sales
Marketing Campaigns | Social Media | React | Timeline & Budget Adherence | Upfronts | Sizzles | Agency
Content Creation | Customer Insights | Big Thinking | Copy Writing | Adobe Premiere | Team Building
Presentation Skills | Mentoring | Production Management | Integrated Campaigns | Cross-Functional Collaboration
Studio Operations | Information Technology | Art Direction | Reality Programming | Documentaries | Public Speaking

AWARDS

EMMY NOMINEE Smithsonian 9/11 Day that Changed the World
EMMY NOMINEE Showtime Dexter Blood Spatter 101
PROMAX GOLD Showtime Dexter Viral Blood Spatter Music Video
PROMAX GOLD Smithsonian 9/11 Day that Changed the World
PROMAX SILVER Smithsonian Channel Upfront
PROMAX BRONZE Dysfunctional Family Thanksgiving
MARK AWARD Smithsonian Channel Wild Wednesday

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE CONSULTING | New York, NY | July 2020-Present

CREATIVE DIRECTOR, WRITER, PRODUCER, EDITOR |

Develop and produce high-impact and engaging ideas for news networks, production companies, streaming services, agencies, and experiential startups.

- Produce monthly remote COVID safe shoots that air on live national news networks ensuring productions run smoothly and efficiently. Solved complex video streaming and media management issues that set agencies up for success in remote environments.

- Conceive thought provoking creative strategies for brands, agencies, health care companies and start-ups that ignite a creative spark to engage audiences in the new ever changing multi-media landscape.
- Review, evaluate and provide feedback on pitch decks, concepts and design direction for entertainment executives that rely on my 20+ years of global creative experience.

SMITHSONIAN CHANNEL | New York, NY | June 2017-May 2020

CREATIVE DIRECTOR |

Spearheaded a new dynamic creative strategy and visual identity of a global multi-media legacy brand leading and directing multi-disciplinary creative teams on all consumer communications, programming enhancements, advertising and messaging.

- Partnered with VP of Marketing to develop and articulate multi-media strategies that increased brand awareness and reach for global large-scale digital campaigns that boosted household ratings to over 20% in U.S. premieres and 400% in UK premieres.
- Stewardship of all creative promotions, branding and advertising initiatives with creative and budget resourcing plans across multiple platforms including programming, streaming, on-air, print, OOH and social.
- Implemented innovative cost-efficient techniques to build the brand and promote programming and platforms this included designing an in-house editing/graphic template that saved over \$200,000 in production costs.
- Galvanized growth of Smithsonian Channel Plus by responding to analytical data delivering targeted social marketing materials and video trailers in playlists that increased content starts by more than 40%.
- Supervised all in-house creative development and studio production. Leading a team of designers, editors, and managers, working with partners internally and externally to deliver a wide range of marketing assets and campaigns, constantly striving to raise the bar for output and operational efficiency.
- Partnered with relevant marketing teams, oversee external production agencies resources and delivery. Worked closely with other internal and external partners on campaign planning and execution.
- Inspirational, confident team leader with proven ability to motivate a large creative team to deliver both quantity and quality of output while maintaining strong morale.
- Efficiently communicated with internal and external parties, including Sales, Production, Consumer Marketing, Traffic, Programming, Finance, Legal, Business Affairs, to ensure all partners were synchronized, reconciled on budget and on brand.
- Recruit top-tier creative teams by hiring, training, inspiring and mentoring the career development and advancement of producers, editors, designers, animators and junior staff.

SHOWTIME NETWORKS | New York, NY | April 2005-June 2017

EXECUTIVE WRITER, PRODUCER, EDITOR, ON AND OFF-AIR PROMOTIONS |

Partnered with Creative Directors, Marketing Directors, social and digital teams in brainstorming, ideating, writing, producing and editing campaigns across multi-media platforms.

- Wrote, edited and produced multi-media trailers, sizzles and promos for Weeds, Dexter, Ray Donovan, Homeland, Shameless and Showtime Sports series that contributed to the growth of 30+ million subscriptions.
- Fueled new viewership and fan engagement across multi-media platforms producing an innovative Emmy nominated music video for Dexter and a viral video which received over 960,000 impressions on YouTube.
- Directed cost effective creative marketing shoots, interviewed high profile talent, managed budgets, production crews for on and off-air content of dramas, comedies, unscripted documentaries and sports entertainment.

SUNDANCE CHANNEL | New York, NY | September 1998-April 2005

DIRECTOR, ON-AIR PROMOTIONS |

Pivotal role launching and creatively directing startup from inception leading award-winning network creative development, branding, producing live programming and implementing one of the first in-house post-production facilities in the industry.

EDUCATION

New York Institute of Technology | Old Westbury, NY

BACHELOR'S DEGREE TELEVISION AND FILM PRODUCTION

TECHNICAL PROFICIENCIES

Adobe Creative Suite | Adobe Premiere | After Effects | Cinematography | Keynote | Sound Design