



2017 - 2018 Sr. Dir. of Creative Services & Brand, International Rescue Committee

- Led a global team of 10
- Managed IRC brand and drove creative brand strategy
- Developed creative and messaging strategy for Direct Marketing Team
- Created print, video and digital marketing assets for US and UK fundraising teams
- Developed and implemented job scoping strategies & processes for fundraising teams
- Developed and implemented work flow processes for creative team
- Developed experiential concept for signature gala event

2011 - 2017 Merkley+Partners, Creative Group Head

- Senior creative point-of-contact on 7 different brands.
- Pitched/Won Teva Respiratory Portfolio
 - Manage creative staff and deliverables for Qvar, ProAir HFA and ProAir Respiclick
 - Responsible for online, in-office, crm and e-crm campaigns as well as creation of award-winning website for ProAir.
 - Additionally, created Pro&Go, the first-ever, unbranded blog for asthma
 - Responsible for online, in-office, crm and e-crm campaigns as well as award-winning in-office game for Qvar.
- Pitched/Won Vanda Pharmaceuticals Portfolio
 - Manage creative staff and deliverables for Hetlioz & Fanapt
 - Created Multi-Channel disease awareness campaign for Fanapt including TV, OOH and immersive web experience.
 - Developed Hetlioz unbranded national DRTV campaign (Non-24) for completely blind audience as well as audio brochure fulfillment for blind patients and sighted caregivers. Created social presence for Non-24 sufferers in order to help patients self-identify.
- Pitched/Won Floridas Natural Orange Juice
 - Manage creative staff and deliverables for Floridas Natural and Fit & Delicious (New Low-Calorie Orange Juice)
 - Developed new packaging, national brand advertising campaign, redesigned website, created and maintained social presence for base brand as well as launching Fit & Delicious with new packaging, online and TV advertising.
- Pitched/Won Russell Simmons RushCard Prepaid Debit Card
 - Created new brand look & feel complete with new corporate ID
 - Completely overhauled the debit card offering with award winning designs
 - Created new online and offline CRM program in order to better integrate enrollment, fulfillment and card activation.

2009 - 2011 TBWA\CHIAT\DAY, Exec Creative Director, WorldHealth

- Responsible for the day-to-day management of WorldHealth creative department
- Ethicon Endo Surgery - Success on Energy and Corporate portfolios led to migration of MIP business to TBWA
 - Created global multi-channeled campaigns for Corporate, MIP and Energy portfolios
 - Managed creative teams involvement in massive, multi-stake holder, web site consolidation project
- Sonosite - Developed 2 multi-channeled campaigns that launched in 2011
- Ad Council (US Olympic Committee) - Created a viral anti-steroids campaign linking online videos, rich media banners, and off-line materials with social media.
- Alexian Brothers Health Network - Created multi-channel brand awareness campaign, managed web site rebuild

2005 - 2009 EvoLogue (DTC unit for CommonHealth), EVP/Chief Creative Officer

- Successfully managed merger of two CommonHealth business unit and launched EvoLogue,

- a full service Direct-To-Consumer Healthcare Advertising Agency with an annual revenue of \$15M
- Responsible for the day-to-day management of creative department (staff of 16)
- Member of both CommonHealth and EvoLogue Executive Committees
- Managed the creation and ongoing message development for eight different healthcare brands spanning seven therapeutic categories across multiple media channels.
- AstraZeneca/Symbicort - Increased agency revenue from \$1 million to \$5 million in two years by developing solid client relationships and delivering creative excellence in TV, print, CRM, and web content.
- Bayer Women's Health Brands– Won business in 2008
 - Managed the development of web sites and CRM for Yaz (oral contraceptive) Mirena (IUD) and Angeliq (HRT)
- Novartis Vaccines/Fluvirin - Won business in 2007.
 - Launched a strategically innovative multi-channel direct-to-consumer (DTC) campaign for flu vaccine awareness utilizing TV, Print, Radio, Web, and Out-Of-Home (OOH). Campaign shifted consumer paradigm in the flu vaccine marketplace.
- Reckitt-Benckiser/Suboxone - Increased revenue from \$.5 million to \$2.5 million in two years.
 - Created unbranded Direct-To-Consumer campaign (CRM, OOH & Radio). Launched Here to Help, a patient support web site
- Won over 25 creative awards between 2007-2009 for AstraZeneca, Organon, Novartis Vaccines and Reckitt-Benckiser brands.

1998 - 2005 Saatchi & Saatchi Consumer Healthcare, Associate Creative Director

- Led creative staff of 8
- Launched Prilosec (AstraZeneca) DTC Campaign.
 - Created "The Purple Pill" (Prilosec)
 - AstraZeneca sales doubled in the U.S. (from \$2.2 billion to over \$4 billion) during campaign life cycle
- Launched Nexium (AstraZeneca) Transferred brand equities from Prilosec to The New Purple Pill, Nexium.
 - Successfully positioned Nexium as The Healing Brand for Acid Reflux Disease.
- Success of Prilosec and Nexium campaigns led to agency being awarded Crestor
- Led global creative initiative on Transitions Lenses

Education

Syracuse University BFA