

## EXPERIENCE

7/2007 - Present. Door C at Carlson Marketing, New York

### **Associate Creative Director**

Developed one-to-one campaigns for British Airways for all tiers of the Executive Club. Created and tested variable AARP acquisition emails and viral campaigns. Projects included e-mail, websites, direct mail, viral campaigns.

*British Airways, AARP, Northwest Airlines*

1/2001 - 7/2007. DRAFTFCB, New York

### **Creative Supervisor**

Launched Verizon's fiber-optic Internet and TV, Verizon FiOS. Rolled out contact streams as FiOS came to new markets. Managed projects and creative teams, plus provided fire-power from conception to completion on projects, including TV, print ads, radio, direct mail, out of home (Bill boards, car wraps, etc), and point of sale.

*Verizon, Verizon FiOS, Target, Birch Services*

4/1999 - 1/2001. Rise Agency, New York

### **Creative Manager (Art Direction and Copy)**

Key player in a small, energetic agency. Created a successful print campaign for Meat & Livestock Australia resulting in a 300% increase in response. Produced award-winning print ads for Swatch, as well as Web sites and banners, print ads, CD Roms, packaging, point of sale, retail, direct mail.

*Swatch Group, Meat & Livestock Australia, American Lawyer Media, ThomasNet, Zactus, e-News, HFM*

7/1998 - 4/1999. Freelance, New York

### **Senior Copywriter/Art Director**

*Columbia House, Gevalia, Fleet Bank, Mykronesia, Bell Atlantic*

7/1997 - 7/1998. Bozell, New York

### **Copywriter**

Transitioned Bell Atlantic Mobile from regional to national advertising. Conceived, presented and executed TV, print ads and direct mail campaigns.

*Bell Atlantic Mobile*

10/1993 - 7/1997. DraftWorldwide, New York

### **Art Director/Copywriter**

Helped win and grow Bell Atlantic into the agency's biggest account. Conceived and wrote or designed print ads, radio, direct mail and newsletters for clients.

*Bell Atlantic, Philip Morris, Cunard, British Airways, Nynex Mobile, Time Warner Cable*

6/1992 - 10/1993. Saatchi and Saatchi, London, England

### **Junior Copywriter**

Won pan-european through-the-line advertising for HP. Conceived and developed general advertising, direct mail, packaging, promotional material and retail campaigns.

*Hewlett-Packard, Habitat, LensCrafters, Harveys Bristol Cream, British Telecom, Renault*

4/1991 - 8/1991. KHBB London, England

### **Junior Copywriter**

Wrote a highly-acclaimed national TV commercial for probably the best lager in the world.

*Carlsberg lager*

## EDUCATION

9/2005, 9/2004 and 3/2004. Adhouse, New York

Advanced Concept Development with Jeff Kling, David Grey and Peter Kain

Bachelor's Degree from Epsom School of Art and Design, England

Associate Degree from Hastings School of Art and Technology, England