

## [ EXPERIENCE ]

### **Social Media Creative & Strategist** | Citizens Bank | 2015 – current

- Crafted strategy & creative for social media needs across various business lines both internal & external.
- Advanced the tone and visual expression of the brand in the social media space, improving consistency.
- Developed, planned and executed the Make It Count social media program which brought discussion about saving to fans/followers with the brand at the center. This was a first for the brand.
- Created content pieces that resulted in record engagement for the brand.
- Designed and wrote Social Media Minute, an internal communication for C-suite and above.

### **Creative Director/Owner** | JBG Creative | 2015 – current

- Provide the overarching external view point to help brands tap into new opportunities by developing effective and creative strategies that integrate efforts across internal goals and help align overall vision and branding.
- Developed brand design for Amato Studio
- Crafted content strategy and provided website design for Connecting Cultures

Clients include: Connecting Cultures Mobile Museum, Amato Studio

### **Creative Director** | Au Bon Pain | 2014 – 2015

- Oversaw brand strategy, development, and execution of brand communications at all touch points.
- Established concept process, content strategy, development, and analysis, while improving copywriting and overall brand messaging in communications.
- Launched new brand look & feel and developed brand voice & visual language through POP, website, social, and email.
- Bridged communication gaps within brand team and cross-functional teams.
- Managed marketing team, including design, project management, social media, and marketing.

### **Creative Director** | Goldman Advertising - Freelance | 2012 – 2014

- Delivered digital, print, and integrated strategy, creative direction, concepting, copywriting, content strategy, and creative management for clients to achieve results.
- Provided concepting and copywriting for Legrand, Goldline, GE Capital, and other Mintz + Hoke clients.
- Guided content analysis, developing content strategy, brand messaging, creative direction and concepts, and establishing service offerings for agency to sell to clients at OHO Interactive.
- Devised holistic branding and web presence for 501(c) nonprofit, Connecting Cultures Mobile Museum, including style guide, messaging strategies, and website redesign.
- Established digital presence for the Ipswich Garden Club.
- Provided strategy and content for BuzzAgent Awards, a program to excite current clients/ entice new ones.

Clients include: Mintz + Hoke, Macquarium, OHO Interactive, College of New Rochelle, St. John's University, Rowan University, Museum of Science, Connecting Cultures Mobile Museum, BuzzAgent, & Ipswich Garden Club.

### **Associate Creative Director/Copy Lead** | Studiocom (now VML Boston) | 2007 – 2013

- Managed cross-functional creative teams to ensure creative excellence, quarterbacked new business pitches, developed strategy and digital brand positioning, crafted concepts and presentation decks, led

video shoots and wrote copy. Work included websites, video, social media, CRM/email, mobile, digital display, and more.

- Developed award-winning and buzzworthy concepts & strategy that made Dunkin' Donuts an industry leader in Social and growing the brand's email database by 900% and social fans by 7900%.
- Directed strategic creative new business pitches for Citizens Bank, Purina Beggins' Strips, Keurig, The United States Fund for UNICEF, NHL, Coca-Cola, and Taubman Properties, in addition to others.
- Increased agency revenue through new business wins, selling in incremental work to clients through strategic creative, and growing & nurturing client relationships.
- Supervised Art Directors, Copywriters, and Designers across Boston, Atlanta, Chicago, US and Bogota, Colombia offices.

Clients included: Dunkin' Donuts, UNICEF USA, Citizens Bank, Coca-Cola, Keurig, Kleenex, NHL, BMO Harris Bank, McCormick, Baskin-Robbins, Bacardi, Ferrari, Disney, Nestle/Wonka, U.S. Virgin Islands, BlueCross of Tennessee, and Taubman Properties.

### **Creative Director/Sr. Copywriter/Consultant** | Goldman Advertising | 1999 – 2007

- Partnered with agencies and directly with clients to provide thought-leadership, strategy, concepts, creative team management, and copywriting execution for campaigns and projects from branding and taglines to website redesigns.
- Developed concepts and copy for Sealy digital, Stearns & Foster website redesign, and digital ads for Massachusetts Office of Travel & Tourism and other Mullen clients.
- Led creative for Hill Holliday digital on accounts like The Boston Globe, FleetBoston, and Verio.
- Directed content strategy and execution for Marshalls website focused at moms and teens
- Authored entire Comcast.com site redesign of 500+ pages (via Pholy & Co), Direct Federal Credit Union website redesign, and Polymedica site redesign.

Clients included: Sealy, Stearns & Foster, Massachusetts Office of Travel & Tourism, Comcast, Polaroid, The Boston Globe, FleetBoston, T.J. Maxx, Marshalls, New Balance, Energy Star, Samsonite, Direct Federal Credit Union, UNICCO, CYBEX, VPNE Parking Services, VESCON, The Colonnade Hotel, Ariat Shoes, National Leisure Group, Conrad Forest Products, Prospectiv, and Polymedica.

### **Copywriter** | Greenberg Seronick O'Leary & Partners | 1999-2001

- Created branding, broadcast and digital campaigns, print, websites, OLA, brochures, POP, and collateral.
- Lead copywriter for all digital campaigns and collaborated on UX for website projects with Art Directors.
- Ran radio recording sessions on a weekly basis for Shaw's, plus writing scripts, selecting talent, and editing.

Clients included: Shaw's Supermarkets/Star Market, LoJack, Sarah Michaels, Freeman Beauty Products, Doc Otis (owned by Anheuser Busch), SPES, Cambridge Savings Bank, Honey Dew Donuts, etc.

### [ AWARDS & HONORS ]

Bees Awards, MITX Innovation Awards, MITX Awards, Hatch Awards, OMMA Awards, WebAwards, American Graphic Design Award, Atlanta Addy Award, Hermes Awards, AiMA Award, IAC Award, MITX Interactive Agency of the Year: Nominee, Brandweek's "Marketer of the Year" goes to client Dunkin' Donuts, MITX "Interactive Marketer of the Year" goes to client Dunkin' Donuts, Adobe Site of the Day

### [ OTHER ACTIVITIES ]

2014 Adclub | CT Award Show Judge, 2013 Tomorrow Awards Judge, 2012 MITX Awards Judge, 2003 - present Writer/Contributor to Adland.tv

### [ EDUCATION ]

B.S. Communications/Advertising | Boston University 1999