

## CONTACT

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## ABOUT

Seasoned **Creative Executive** with expertise in brand and marketing creative strategies for tech, gaming, media, and entertainment companies.

- Able to execute integrated, data-driven solutions for all aspects of digital and traditional marketing, with a focus on rapid growth strategies.
- Proven track record of building and managing diverse, high-performing creative teams.
- Skilled in scaling operations while delivering measurable results.
- True 360 creative professional with hands-on experience in all channels: digital, social, print, experiential, OOH, video editorial, motion graphics, and UI/UX.
- Leader in generative AI technologies, with a focus on practical applications of image and text generation platforms.
- Currently freelancing, offering strategic guidance, hands-on design and animation, as well as thought leadership to clients in multiple industries.

## EXPERIENCE

### **Freelance** - San Francisco, CA

Consulting Creative Director, Brand & Marketing

2022 - Current

- Specialties are brand and marketing creative strategy and execution.
- Engaged in extended assignments for an array of clients across the media, entertainment, tech, and gaming verticals.
- Highly skilled Generative AI consultant and artist with a Social Media following of 7k+ followers across several platforms.
- Clients have included: Meta, Calm, WarnerMedia, Discovery Communications, AMC, Viacom, HBO, EPIX, and Sony.

### **MPL US** - Remote

Head of Creative, Brand & Marketing

2021-2022

- Led creative operations and output for the U.S. Business Unit of Asia's largest casual Esports platform
- Leveraged performance data and insights to create a fully-optimized acquisition and retention funnel.
- Improved overall performance of creative assets by **25%**.
- Managed a fully-remote international creative and production team.

### **BOLD, Inc.** - San Francisco, CA

Creative Director, Acquisition Marketing

2019-2021

- Led customer acquisition creative strategies for a top provider of subscription-based job-seeking products.
- Leveraged all available channels, inclusive of SEO, SEM, performance, social, and traditional media.

### **Crunchyroll** - San Francisco, CA

Creative Director / Director of Creative Services

2015-2019

- Led creative output of all design, brand, and, marketing initiatives at the leading global Japanese Anime streaming platform.
- Provided total creative support during a period in which the company's products grew over **200%**, from **600k paid subscribers** and **15 million installed users** to **2 million paid subs** and **30 million installed users**.
- Managed the growth of an integrated 15 person creative team.
- Worked cross-functionally with all internal departments to ensure design and brand consistency in all company products and lines of business.

## SKILLS

### **Creative**

Brand Development, Marketing Creative, UI/UX, Graphic Design, Motion Graphics, Video

### **Marketing**

Customer Acquisition and Retention, Data Insights, Growth Marketing, SEO/SEM, Campaigns, Events & Experiential

### **Management**

Creative Leadership, Remote Team Management, Operations, Project Management, Budgeting, Productivity Analytics

## EDUCATION

### **The School of the Art Institute of Chicago**

BFA - Major - Time Arts  
(Film, Video, Sound, CG)

## BRANDS

Meta, Calm, Crunchyroll, Discovery Communications, HBO, WarnerMedia, AETN/History Channel, MTV/Viacom, Chevron, American Express, SAP, Tribune Media, EPIX, CBS, Sony, AMC/AMC Networks

## OTHER EXPERIENCE

### **Tribune Media** - New York, NY

Senior Design Director  
2013-2014

### **Various Clients** - New York, NY

Freelance Creative Director  
2007-2013

### **AMC Networks** - New York, NY

Freelance Creative Director  
2012

### **Nth Degree** - New York, NY

Creative Director / Founder / Principal  
2004-2007

### **Click3x** - New York, NY

Freelance Art Director  
2002-2004

### **Noise, LLC** - New York, NY

Creative Director / Founder / Principal  
2000-2002

### **Post Perfect** - New York, NY

Designer / Director  
1998-2000

### **Videoworks** - New York, NY

Designer / Motion Graphics Artist  
1996-1998