

## HELLO!

I'm an Executive Creative Director who's led teams to deliver innovative experiences that forge personalized relationships with consumers for household brands like AT&T, DIRECTV, and NBC Universal. With degrees from Brown and Yale University, I have a deep understanding of how to translate research and insights into innovative creative that builds value for companies.

## AREAS OF EXPERTISE:

Creative thinking and direction, art direction, digital and print branding, marketing and content strategy, social and content marketing, UX design, user research and testing, team leading, building and coaching, Adobe CS Suite, and other design tools like InVision and Sketch.

## AT&T // EXECUTIVE CREATIVE DIRECTOR 2015-2017

Head of digital creative for AT&T's consumer product portfolio. Led a group of fifty employees and outside agencies to design, write, and execute sale and retention tactics across att.com, digital advertising (video, static and voiceover), social media, and email. Ideated and executed creative strategies to improve UX and sales. Validated ideas with research, analytics, and user testing. Worked in Agile sprints with IT to improve AT&T digital experiences. Defined capital improvement projects to enhance future performance.

**CREATIVE DIRECTION AND CONTENT STRATEGY** Led the team to redesign the entire AT&T product catalog for att.com. Pared and reorganized content to simplify user flows. Reconfigured the navigation structure of att.com to improve access to information. Crafted A/B tests to glean incremental sales. KPIs including conversion rates and engagement time improved from historical data.

**BRAND AND UX DESIGN** Branded DIRECTV NOW streaming TV product. Partnered with cross functional teams to launch directvnow.com in under three months. Designed digital ads to promote site traffic. Resulted in 150% of year-end sales target on launch day.

**PRODUCT STRATEGY** Identified opportunities to improve e-commerce experience on att.com. Proposed, defined, and received funding for capital projects to address gaps within the user journey. Validated ideas with user and market testing. Worked in Agile sprints with IT and Engineering.

**CREATIVE INNOVATION** Concepted and created prototype of future att.com experience. Spearheaded design and creative strategy to improve upon best practices for att.com. Presented concepts, decks and prototype to senior executives.

**TEAM ORGANIZATION** Restructured team of fifty to ensure an optimized workflow resulting in a 100% increase in productivity. Created work team clusters to manage work specific to their talents. Identified growth opportunities for team members. Coached director level employees on mentoring junior talent. Designed succession plans for team growth.

## DIRECTV // SENIOR CREATIVE DIRECTOR 2013-2015

Head of DIRECTV's digital creative group. Led and oversaw the creative on all digital platforms including set-top-box, directv.com, and mobile apps. Concepted creative initiatives and delegated projects to director level employees to optimize metrics across the three prime areas of the business: acquisition (increasing e-commerce sales while lowering subscriber acquisition costs), customer retention (lowering churn rates), and entertainment (increasing average revenue per user).

**CREATIVE DIRECTION AND BRAND DESIGN** Rebranded directv.com while paring the site pages from over 150 to 65. Increased directv.com click-through-rates 29% and engagement time 50%.

**UX AND DESIGN** Designed adsales.directv.com as a new destination for ad sales clients. Major contributor to Ad Sales' \$750M P&L.

**DIGITAL PRODUCT AND UX DESIGN** Designed and launched the first-ever marketing experience for NFL SUNDAY TICKET as an OTT product employing best practices of other streaming products. Achieved sales target in 2015 and increased 80% in 2016.

**PRODUCT STRATEGY** Defined merchandising requirements within product experiences like the DIRECTV and SUNDAY TICKET apps as well as customer management experiences.

**CONTENT STRATEGY** Formulated acquisition testing strategies for movers audience resulting in sales gains of 11%.

**PRODUCT DEVELOPMENT** Worked in Agile sprints with IT and Engineering to launch the DIRECTV app and directv.com/watch.

**SOCIAL AND CONTENT MARKETING** Increased DIRECTV Facebook followers from 2M to over 4M in 3 years through social and content marketing tactics. Content marketing articles for NFL SUNDAY TICKET published in over 120 digital media sites.

**TEAM MANAGEMENT** Restructured team of thirty across design, editorial, and production design ensuring skill appropriate work for employees. Resulted in a higher level of creative output and team happiness. Coached employees on mentoring junior level talent.

**SYFY // CREATIVE DIRECTOR 2009-2013**

Off-air and digital creative head for Syfy. Developed and produced off-air campaigns to support key tentpole events, show launches, ad sales, press, licensing, and affiliate. Ensured brand consistency with on-air promotions across off-air tactics. Identified and developed new revenue opportunities including licensing, consumer products and gaming. Created daily workflow processes to ensure timely delivery of creative assets.

**BRAND DESIGN** Led the rebrand of Sci Fi to Syfy in the off-air and digital space. Directed consumer, press and B2B communications tactics to announce the launch including branded events for consumers at Comic Con and media buyers at MoMA.

**INTEGRATED CAMPAIGNS** Created integrated consumer marketing campaigns across print, digital, social and environmental executions to garner ratings success for show launches.

**WORKFLOW MANAGEMENT** Identified and directed outside vendors including agencies, photographers, content developers and freelancers to execute creative deliverables. Oversaw production budgets in excess of \$500k to produce materials.

**NEW BUSINESS DEVELOPMENT** Guided consumer products groups, clothing retailers, and game developers to bring licensed merchandise to market on brand.

**TEAM LEADERSHIP** Grew the team to eight including designers, copywriter, production artist, project manager and coordinators.

**SCI FI // DESIGN DIRECTOR 2006-2009**

Off-air lead for Sci Fi Channel. Developed off-channel programming identity and marketing materials. Determined and managed project budgets for print collateral projects.

**TEAM CREATION** Formed a new internal print department to replace outsourcing. Built the team from zero employees to a staff of four including two designers, a mechanical artist and a copywriter.

**TEAM MANAGEMENT** Developed work flows for the team. Trained junior staff on software, adhering to brand styles, and print production.

**SCI FI // SENIOR ART DIRECTOR 2002-2006**

Designed marketing materials to support show launches, original movies, press and ad sales. Rebranded the Sci Fi Channel in late 2003 for B2C and B2B off-air applications. Directed departmental resources including copywriters, junior designers and other colleagues to create marketing collateral. Trained junior staff on design and post-production techniques. Directed outside resources to execute chosen direction.

**USA NETWORK // ART DIRECTOR 2001-2002**

Designed marketing materials to support show launches, original movies, press and ad sales. Directed junior designer and copywriters to support project deliverables. Developed work flow processes with teams to ensure on-time completion. Rebranded USA Network.

**MODEM MEDIA // ACCOUNT MANAGER 2000-2001**

Created merchandising strategies for Philips Domestic Appliances and Personal Care that fed customized CRM programs to enhance remarketing efforts. Managed client relationships to ensure deliverables met expectations on time and on budget.

**MTV // JUNIOR/SENIOR DESIGNER 1993-1998**

Designed collateral to support all parts of the business. Lead designer for new consumer products including home video for Sony Entertainment, books for Simon & Schuster, and mobile products for Motorola.

**EDUCATION**

**YALE SCHOOL OF MANAGEMENT // MBA**

**SCHOOL OF VISUAL ARTS // DESIGN**

**BROWN UNIVERSITY // BA**