

## Summary of Qualifications:

- 11 years experience in all aspects of interactive
- Expertise in creating and executing integrated marketing campaigns spanning Web, print, broadcast and viral media
- Integral member of many pitch teams resulting in numerous agency wins
- Ability to identify digital opportunities and communicate these to clients
- Proven team leader with strong communication and interpersonal management skills
- Client experience with major brands including BMW, Symantec, Adobe, Del Monte, AARP, Michelin, Bebe, Fathead.com, Visa, Wellpoint, Hong Kong Tourism
- Proficient in CS3, CSS, HTML, XML, Actionscript, PHP, MySQL

## Employment History:

### **SVP, Digital Creative Director | GREY | San Francisco | 2007 – 2009**

Stabilized Symantec client relationship. Oversaw digital team producing email campaigns going to over 4 million users per month. Worked with account team and planning to develop a 400-day email based retention strategy. Developed numerous test matrices and determined KPIs. Worked with traditional creative directors on all digital initiatives. Helped pitch and win BMW North America regional and Certified Pre-owned accounts. Clients included: BMW, Symantec, Adobe, Wellpoint

### **Interactive Creative Director | Maiden Lane Inc. | San Francisco | 2005 – 2007**

Built and managed the interactive department. Provided digital creative direction for Web development, interface design, user experience, usability, SEO, SEM, Online campaigns. Worked closely with the Chief Creative Officer and head of Strategy on all Strategic positioning. Encouraged traditional creatives to explore interactive concepts. Coordinated execution of these ideas with the interactive team. Developed all coding strategies for interactive department. Analyzed user interaction with client websites. Provided comprehensive reporting for clients and account teams. Advised and implemented improvements to UE. Identified interactive opportunities for agency clients and worked with account teams to implement them. Pitched all agency new business, presenting the interactive capabilities. Collaborated with the director of Integration to define all online media buys. Regular clients included: Examiner, Delta Dental, AARP, Fathead.com, Applied Underwriters and Del Monte.

### **Creative Director | Honey Interactive | San Francisco | 1999 – 2005**

Founded Interactive Design firm acquired by Maiden Lane in 2005. Provided creative direction and design for all clients. Created all technical specification and integration using multiple platforms. Worked closely with clients to define strategic positioning and brand values. Educated clients on the importance of brand. Identified technical solutions for complex client programs. Managed and programmed custom tools for various clients. Identified vendors and assisted in procurement for all client programs. Managed all client presentations and budgets. Clients included: Visa, Pricewaterhouse Coopers, DeepRoot, Verisign, RCA and National University.

### **Art Director | Pixelworks | 1998-1999**

Designed and Implemented numerous interactive projects for an interactive and 3D Modeling firm. Produced and directed multiple 3D animations and film productions and integrated these into online and offline interactive initiatives. Clients included: Think3, Gazoontite, Lucent Technologies and Restoration Hardware.

## Brand Experience:

AARP

Applied Underwriters

Adobe

bebe sport

BMW

Restoration Hardware

Del Monte Foods – Bloom Energy drink

Delta Dental

Examiner

Fathead.com

Hong Kong Tourism

Michelin Guide

RCA

Round Table Pizza

Symantec

VISA

Wellpoint

Woodbridge Wines