

Creative Director: Publicis Dialog, San Francisco. 2006-2007

Associate Creative Director: Publicis Dialog, San Francisco. 1999-2006

Responsible for the creation of direct response concepts and executions for direct response print, mail, DRTV, radio, collateral material, general outdoor, brand advertising, and brand management. Managed and assigned appropriate teams to projects. Worked with clients and project initiation teams to ensure that assignments are strategically thought out. Worked with clients and senior project initiation teams to spot and exploit creative opportunities. Maintained communication with the Executive Creative Director and other senior agency members (Account, Web, Media & Planning) on strategy development. Helped build and approve schedules and creative briefs. Presented ideas to clients. Ensured that all creative work was conceptually powerful, accurate, strategically on target and well designed. Reviewed and mentored direct reports. Clients included Microsoft, Sprint, Nextel, Hewlett Packard, 3Com, eBay, Nortel, Siebel Systems, Wells Fargo, UnitedHealthcare, Calistoga Beverage Company, Kashi, Nestlé, SF Climate Challenge, and Guide Dogs for the Blind.

Senior Art Director: Brann Worldwide, San Francisco. 1999

Responsible for the creation of direct response print, mail, outdoor, and collateral material. Worked closely with Copywriter and Production Manager during concept phase of projects. Provided direction to photographers, illustrators, actors, re-touchers, etc. Met all deadlines. Ensured that all work was in compliance with client graphic standards. Strategically and visually aligned creative with brand. Clients included Visa, PeopleSoft, and Wells Fargo.

Senior Art Director: J. Walter Thompson, San Francisco. 1998

Member of the startup team for the direct division of J. Walter Thompson, a national effort towards integrated marketing. Managed the direct efforts in San Francisco, reporting to the New York office. Responsible for the creation of direct response print, mail, outdoor, and collateral material. Coordinated directly with the brand work on major national campaigns. Client: Sprint.

Art Director: Carlson Marketing Group, Minneapolis. 1996

Developed direct response and loyalty campaigns. Designed campaigns that grabbed attention, resonated with the target audience and effectively delivered the marketing message. Leveraged and complied with brand standards and strategy on all accounts. Clients included Northwest Airlines, Sprint, Hallmark, and Raddison Hotels.

Art Director: Wyse Advertising, Cleveland. 1994

Designed direct and branding campaigns involving mail, print, outdoor, collateral and other printed material. Clients: KeyBank, Realty One, Cleveland Cavaliers, Cleveland Clinic, Stouffer/Renaissance Hotels, East Ohio Gas, Kaiser Permanente, Sherwin Williams, Applebee's, and Smuckers.

Awards & Honors

ADDY Awards: 1 Gold, 6 Silver, 4 Bronze (San Francisco), 1 Gold, 3 Silver (Regional)

Creativity Annual Volumes 35, 36, & 37

1 International Echo

Graphic Design Annual 2004

Microsoft Partner of the Year 2004

San Francisco Examiner Article on Calistoga campaign

ADDY Award Judge

John Caples International Award Judge

Studied Graphic Design at Kent State University 1988-1993