

**creative director/conceptor  
freelance**

2008-present

**head, mgm grand at foxwoods, symbicort, danbury mint,  
starkist, time warner, rltv, dolce hotels, etc.**

Contracted by agencies like Tracy Locke, G2, Source Marketing, Propeller, The Brand Gallery and Carrafiello Diehl to work on a variety of projects, usually under tight deadlines and desperate circumstances, and asked to deliver smart, impactful, brand-centric ideas, campaigns, and executions that resonate with both consumers and clients across all media channels.

**creative director  
colangelo synergy marketing**

darien, ct  
2004-2008

**trojan, arm & hammer, crest spinbrush, skoal, mentadent**

Responsible for the Church & Dwight portfolio of brands, first call on agency gang bangs and pitches. Spread Trojan's message of sexual responsibility throughout the 2008 Summer Concert Tour circuit via an entertaining CGI rollercoaster ride projected in an inflatable dome. 1500 visitors at each venue took the time to immerse themselves in the experience. Led the successful 2008 launch of the Crest SpinBrush Swirl by demonstrating Swirl's magical transformation from the mere manual toothbrush to battery-powered plaque-buster.

**creative director  
hook marketing**

newport, ri  
2002-2003

**apple and eve juices**

Leveraged Apple and Eve's health food store heritage and maximized their tight budget with a high-profile title sponsorship of the Newport Folk Festival. The sponsorship paid huge PR benefits in year one when Bob Dylan appeared at the Festival for the first time in 37 years.

**group creative director  
reach marketing**

westport, ct  
1995-2001

**ocean spray, stanley, timex, guess watches, schick, slim jim**

Partnered on-target properties like NASCAR (Slim Jim), Razor scooters (Schick), and Disney (Ocean Spray), exploited existing brand equities like the Ironman Triathlon for Timex's Ironman watch, and created new proprietary properties that speak to brand essence like the Stanley Project Pros. A Toy Story tie-in produced the most successful promotion in Ocean Spray's history with over 250,000 unique Buzz and Woody cups delivered.

**vp assoc. creative director  
publicis bloom**

ny, ny  
1994-1995

**cit consumer finance, baby fresh, cottonelle**

"Hands-on" experience was invaluable as my newborn son provided the inspiration for a fresh look at the baby changing experience from the Dad's perspective for Baby Fresh. In need of a memorable mnemonic device for their 800#, wrote a country jingle for a CIT Consumer Finance commercial. Randy Travis sang it.