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ABOUT

I'm a working Creative Director.

I came up as a copywriter though I went to art school. I've managed teams of copywriters, art directors, designers, producers, UX and web developers. And myself.

I worked at mainstream agencies –in London, NYC & Boston- on national brands.

Then for three years, I became Executive Creative Director at a smaller agency focusing on digital, social and experiential projects.

These new ways to ply my trade energized me, and I jumped at an offer to be Creative Director of a growing SaaS company's in-house agency.

I rebranded the company, expanded and enhanced the team's range to produce all our messaging - marketing and advertising, video content and mass media- ourselves.

The company was bought in March 2016, and the new owners disbanded the department, choosing to rely on search and DM for future customer acquisition.

I have a SAG card and do voice overs (mainly British and/or robots.) That's probably going to be the clincher.

PERSONAL STUFF

Married, with a daughter (also in the business, a producer in NYC.) I like to read, watch, eat, drink and be merry. I battle a lifelong addiction to golf.

RESUME

2016-

CREATIVE CONSULTANT & FREELANCE COPYWRITER/CREATIVE DIRECTOR

Working with a range of small businesses, ad agencies and production companies: Branding, concepts and creations across all channels.

2013 - 2016

CONSTANT CONTACT (BOSTON) CREATIVE DIRECTOR

In charge of in-house 20+ person Creative dept. Supervised creation & production of all messaging including TV, Radio, Online, Event & Direct. Created a complete corporate re-branding including design & voice across product, web & marketing teams. Created a new, in-house, video production unit.

2009 – 2013

AMP AGENCY (BOSTON)

SVP, EXECUTIVE CREATIVE DIRECTOR.

HASBRO; ACUSHNET (FOOTJOY); INTUIT; INTEL; PRETZEL CRISPS; SAMSONITE; BAYER; McGraw-HILL; KASPERSKY LABS.

1997- 2008

ARNOLD WORLDWIDE (BOSTON.)

SVP, GROUP CREATIVE DIRECTOR.

SOUTHERN COMFORT; WOODFORD RESERVE; FOOTJOY; PURINA; OCEAN SPRAY; THE HARTFORD; VERIZON.

1985-1996

GREY ADVERTISING (NYC.)

VP, GROUP CREATIVE DIRECTOR.

3M GLOBAL CORPORATE + CPG brands; P&G; KRAFT; SUPER 8 MOTELS; THE OLIVE GARDEN; UNITED DISTILLERS; NATIONAL DAIRY BOARD; ARBY'S; STROH BEERS; INTERCONTINENTAL HOTELS.

1978-1985

YOUNG & RUBICAM (NYC.)

COPYWRITER/CREATIVE SUPERVISOR.

EASTERN AIR LINES; GALLO; FRITO-LAY; K.F.C.

PREVIOUS AGENCY EXPERIENCE IN LONDON
EDUCATED IN ENGLAND, SCOTLAND & FRANCE.