

A Little About Me – As a passionate creative leader, strategic problem solver, and technology native, I bring over 16 years of digital experience to the table, including 14 years as a marketing and advertising creative and 8 years as a manager. On the job, there’s not much I haven’t played a key role in shaping or producing, including new business pitches, corporate restructuring, brand and digital campaigns, all forms of paid/owned media executions, websites/apps, social media, and more. And whether it’s building platforms to utilizing data to integrating tech and UX, ideating from a digital standpoint comes naturally.

Group Creative Director, Lowe Campbell Ewald, Detroit, MI (2011 – 2015) – Spearheaded all agency digital creative and digital production; led major agency new-business wins, including Zipcar, Detroit Lions, OwensCorning, Dow Building & Construction, University of Michigan, Eastern Market, and Ilitch Holdings. Also led all branding efforts for the Detroit Lions.

SVP, Digital Creative Director, Campbell Ewald, Warren, MI (2007 – 2011) – Oversaw all phases of digital creative work for the agency’s top client, Chevrolet, plus the U.S. Navy and Carhartt accounts. This included new business pitches, integrated branding campaigns, digital campaigns, websites/microsites, OLA, social media, mobile, CRM, in-market, promotions, buzz/viral, etc. Also won an Effie Award for the U.S. Navy’s social media influencer campaign, NAVYForMoms.com.

VP, Associate Digital Creative Director, Campbell Ewald, Warren, MI (2006 – 2007) – Directed all digital creative efforts for Alltel Wireless, from concept through production, including integrated branding campaigns, buzz/viral, word-of-mouth and more. During this timeframe, Alltel Wireless achieved a year-over-year revenue increase of 33%, including two Effie Awards for marketing effectiveness on highly aggressive, integrated initiatives.

Disruptive Creative Technologist + Innovator + Motivator + Collaborator + Visionary

AREAS OF STRENGTH

Innovation: Created the “Digital Studio” - a creative group comprised of UX Architects, Digital Designers and Developers responsible for technology-driven concepts, responsive web-and-email design, & more

Motivation: Led organizational restructuring efforts within the Digital Creative & various Digital departments. Implemented process improvements to increase overall quality & speed-to-market.

Community Collaboration: Created “LCE Labs” - an open-space program, strategically placing Detroit-based tech startups and entrepreneurs within our creative & digital teams

Visionary Leadership: Aligned brand/traditional & digital creatives to strengthen the ability to create 360 degree advertising while building high performing, multi-functional teams

AWARDS/ RECOGNITION

Speaker & Panelist, 2014 SXSW Interactive Festival; Inspiration for “Detroit Reboot” featured session for 2014 Cannes Lions International Festival of Creativity

Interviewed by New York Times, Wall Street Journal, USA Today, FastCompany, Advertising Age, Branding Magazine, and Business insider about my work

One Webby Award, two FWA Awards, & 14 WebAwards (w/ five Outstanding Website awards)

Named to Techweek Detroit’s Top 100 Leaders in Technology, 2014

13 Campbell Ewald awards, including the 2007 “Creative of the Year” award

12 D Show & Caddy Awards (Detroit-based), including six Best-of-Category awards

Various other regional, national and international awards, including three Effie Awards, & the Adweek People’s Choice Buzz Award

Education: VCU Brandcenter Executive Training (speaker, 2014; student, 2009); Michigan Tech University (Computer Science Major)