

Career Overview: I wanted to be a computer programmer and got my start with Compuware in 1998 (on-staff at Ford Motor). In 2000, I made the transition to marketing and advertising as a Digital Producer at Campbell-Ewald. I became a Creative Director in 2006. Through 2015, I helped CE win, grow and retain business, built many high-powered creative and digital teams, and produced award-winning, innovative and memorable campaigns and digital applications along the way. In August 2015, I accepted an Executive Creative Director position at Weber Shandwick, with the goal of building a creative practice within a traditional PR agency. In the first three years, we added new business, grew a creative team from 7 to 40+ across 4 locations, produced award-winning stories and campaigns, and shifted the culture.

Executive Creative Director, Weber Shandwick, Birmingham, MI (2015 – Present):

Oversee creative for Detroit and Toronto. After inheriting an intern designer and 6-person video production team, we have built a 40+ full-service creative and content development team across four locations. With Creative being a new practice within the Detroit office, my mission has been to energize the office, establish and reinforce a positive creative culture, utilize and support the Weber Shandwick global network, and elevate the overall quality of creative strategy, concepts and executions. Our largest client is General Motors, telling stories and creating media-facing content for Chevrolet (including social media), Buick, GMC, Cadillac, Maven, OnStar, and the General Motors brand. We also provide various forms of creative and production services for Spectrum Health, Priority Health, Pure Michigan/MEDC, Exxon Mobil, BASF, Delphi and more.

From a new business standpoint, my leadership has helped win or secure the following accounts: Chevrolet Social Media, Chevrolet Communications AOR, General Motors Story Bureau, Spectrum Health, Priority Health, Pure Michigan/MEDC, AutoZone Social Media, The Henry Ford and Kellogg Foundation's Battle Creek Vision (BCVision).

Campbell Ewald, Detroit, MI (2000 – 2015)

// Group Digital Creative Director (2011 – 2015): Spearhead all agency digital creative and digital production, build and integrate relationships internally and externally, and ensure we are producing the strongest and smartest communication and technology-driven solutions for our clients. Led major agency new-business wins: Zipcar, Detroit Lions, OwensCorning, Dow Building & Construction, University of Michigan, Eastern Market and Ilitch Holdings. Led all branding efforts for the Detroit Lions.

// SVP, Digital Creative Director (2007 – 2011): Oversee all phases of digital creative for the agency's top client, Chevrolet, plus the U.S. Navy and Carhartt. This includes 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, Assoc. Digital Creative Director (2006 – 2007): Direct all digital creative efforts for Alltel Wireless, including integrated branding campaigns, web/mobile, social media 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.

// Sr. Digital Producer (2000 – 2006): Manage day-to-day digital production (consumer, B2B and eCommerce) for 10 high-profile clients, organize and scope projects, arrange and lead project teams, generate estimates and timelines, contribute creative concepts and UX on integrated and technology solutions, and producing industry-recognized and award-winning work.

Compuware, Detroit, MI (1998 – 2000)

// Business Analyst @ Ford Motor (1998 – 2000): Provide 3rd-level support for Ford's hourly payroll systems at all U.S. and Canadian plants. Perform quality assurance testing on all projects. Coordinate and implement plant application launches. Train and coordinate all training for plant personnel. Received 'Ford Consumer-Driven Quality Award' for my role in refreshing the team's website (saving Ford an estimated \$2.4 million/year).

// Technical Support Analyst @ Ford Motor (1998 – 1998): Provide 1st-level technical support at Ford's global help desk, which handled between 6000 to 6500 calls per week. Training of new employees and supervisors.

Disruptive Creative Leader. Team Builder. Change Agent.

LEADERSHIP

// **GM Story Bureau:** Implemented an on-site creative team at GM, working directly with PR/Communications clients to develop media strategies and content for all GM brands.

// **CE Digital Studio:** Developed a creative team comprised of UX architects, UI designers, front-and-back end developers responsible for technology-driven solutions, responsive websites/email, app design and more.

// **Community Collaboration:** Created an open-space program at CE, strategically placing Detroit-based tech startups and entrepreneurs among our creative/digital teams.

// **Visionary Leadership:** Led restructuring efforts at CE/Weber, aligning creative and storytelling teams to improve integration and relationships; also implementing process improvements to increase quality & efficiency.

RECOGNITION

// **Press:** Interviewed by The New York Times, Wall Street Journal, USA Today, FastCompany, Advertising Age, Branding Magazine, and Business Insider about my work.

// **Speaker:** 2014 SXSW Interactive Festival (We're Moving to Detroit and So Should You), 2014 Cannes Lions (Detroit Reboot), 2013 VCU Brandcenter (Your Agency as Urban Pioneer).

// **Awards:** Over 40 industry-recognized awards including PRWeek Best of Technology (Chevy Bolt EV), Three Effies (U.S. Navy, Alltel Wireless), Adweek People's Choice Buzz Award (U.S. Navy), Three Webbys (Chevy, U.S. Navy, Alltel), Two FWA Awards (Chevy, Alltel), 15 WMA WebAwards, 12 D Show/Caddy Awards, and 13 Campbell Ewald internal awards, including 2007 Creative of the Year. Other awards include IAC, DMAD Target Awards, Mobius Awards and The Tellys.

EDUCATION

// **Virginia Commonwealth University (VCU Brandcenter)**

2014: Executive Training for Creative Directors: Entrepreneurial Thinking

2009: Executive Training for Creative Directors: Digital Leadership & Management Skills

// **University of Phoenix**

1999 – 2000: eBusiness & Project Management

// **Macomb Community College**

1996 – 1999: Business Information Systems

// **Michigan Technological University**

1995 – 1996: Computer Science