

CREATIVE PROBLEM SOLVER with a proven record of excellence in the development of groundbreaking marketing campaigns and high level messaging. Passionate storyteller skilled in branding, copywriting, and creation of novel concepts for top-tier clients and diverse markets. Elite professional with classical training honed through work with the best agencies and most forward-thinking clients.

AREAS OF EXPERTISE:

COPYWRITING ACROSS ALL PLATFORMS
EXPERIENTIAL BRAND DEVELOPMENT
PRODUCT LAUNCH
DIVERSE AUDIENCES
BUSINESS BUILDING
STORYTELLING

Devised and deployed numerous new marketing initiatives that exemplify creative excellence

Launched successful campaigns for high profile clients including Lincoln Motor Company, Astra-Zeneca, 3Musketeers, Avon, Colgate, and Gatorade

Track record of strong creative leadership

Relentless proponent of executing projects at the highest possible level

EXPERIENCE & ACCOMPLISHMENTS:

Silvermango LLC, NYC **CHIEF CREATIVE OFFICER** 2014-Present
Manage a freelance advertising and marketing consultancy that creates optimistic and compelling platforms for healthcare, television, and luxury clients with regard to brand direction and high level messaging.

Global Advertising Strategies/Prime Access, NYC **CREATIVE BRAND LEAD** 2012-2014
Developed groundbreaking ideas and creatively managed a diverse team of talented individuals.

Developed the "Dr. Lisa Masterson: MS Conversations" web series for GILENYA • Creatively managed the first-ever in-language Hispanic TVC, print, and web campaign for EXFORGE – won a PM360 Silver Award
• Senior Copywriter for the LoveAlex, a luxury accessories line launching in Harrods in 2015

UniWorld Group, Brooklyn NY **VP, GROUP CREATIVE DIRECTOR** 2004-2012
Executed award-winning brand development and marketing campaigns for the longest standing minority-owned ad agency in the US.

Led the "Inspired by Color" 2011 Ford Fiesta launch with a 360-degree campaign, including event, TV, radio, print, & web on a \$200,000 budget • Won 2009 Urban Wheel Award for Best Diversity Broadcast for the Lincoln MKS—the 3.5 web film "Mad Crazy Love" premiered during the 2008 BET Awards • Won a 2008 PhAME Award for the Astra-Zeneca Arimidex "I Am" print and banner campaign • Wrote two groundbreaking TV commercials for 3Musketeers Mint that contributed to a brand share increase of .3 points in 2007 • Created two highly acclaimed television commercials for Lincoln Navigator featuring hip hop artist Common and wedding dress designer Amsale, culminating in a 360-degree event at the Time Warner Center in 2007.

Prime Access, NYC **VP, CREATIVE DIRECTOR** 2000-2004
Creatively led highly successful ad campaigns and managed brand development for diverse markets.

Led the highly successful introduction of the cholesterol-lowering drug ZOCOR in the African American market • Wrote all print ads and banners for Chase Bank targeting the LGBT and African American markets • Worked with Witeck-Combs on Volvo, winning a 2003 David Ogilvy Award for print • Worked with GLAAD on their marriage equality campaign featuring Susan Sarandon—wrote the tagline "Love is love."

AWARDS & DISTINCTIONS:

2013 PM360 Silver Award • 2009 Urban Wheel Award • 2008 PhAME Award 2003 David Ogilvy Award
Created the most successful fragrance launch in Avon history • Grew the Gatorade brand from a single :60 radio commercial into a full blown, 360-degree assignment in one year • Lead copywriter for ads on Rolex, DeBeers, and Mikimoto • Beat out over 200 Ivy League graduates for a coveted spot in the Young and Rubicam Copy Training Program and subsequently became a copywriter for the firm

EDUCATION:

Bachelor of Arts, English (graduated Cum Laude)
Amherst College