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CREATIVE DIRECTOR | WRITER | THOUGHT LEADER | BRAND BUILDER EDUCATOR | STORYTELLER | CREATOR | STRATEGIST

I'm a forward-thinking creative leader who believes in the power of smart, strategic ideas to help build brands. I know how to spearhead the vision of an organization, identify and nurture talent, and inspire motivation. I've led nimble, cross-functional teams to help bring breakthrough ideas to life in the right media channels, to the right audiences, at the right time. I see the digital and social landscape as a limitless opportunity for creatives and brands alike, and believe we can achieve our goals when we work together. My aim is to make a lasting impression, and have worked hard to carve out a name for myself that's difficult to pronounce but impossible to forget.

PROFESSIONAL EXPERIENCE

VidMob creative director/creator, freelance

2018 - present

VidMob is evolving creativity for the better. As a creator, I concept and execute branded social video content, ads and custom animations at scale. With analytic capabilities that apply insights and optimize to better understand creative performance, VidMob believes in what Creative Intelligence can do for brands. My cross-category experience is vast, from financial services, insurance and real estate, to fashion/beauty, CPG, personal services and more.

The Zebra creative lead, design team

2019 - 2020

Pre-Covid, I was responsible for elevating a digitally native online insurance comparison site into a leading consumer-facing brand in the InsureTech space, working directly under the CMO. Leading a nimble creative team, we were tasked with establishing and maintaining cohesive brand voice, tone and look across multiple consumer touchpoints including broadcast, social (paid & organic), multimedia content and product. My responsibilities also included building brand awareness, increasing brand sentiment, optimizing channel usage and establishing meaningful LTV for consumers in order to establish differentiation in the category.

IBM iX creative director

2016 - 2018

Part of the creative leadership team tasked with spearheading the NY Studio towards creative excellence by envisioning engaging, human-centered digital experiences for clients including UBS, Live Nation, Belvedere Vodka, General Motors and Alaska Airlines.

Resource/Ammirati creative director

2014 - 2016

Part of the creative director team responsible for concepting, presenting and producing integrated marketing communications campaigns including TV, print, digital, social, experiential, POS and package design. Brands included Mrs. Dash, Birchbox, In The Raw sweeteners, Uni K Wax, Pirate's Booty snacks and Seagram's Escapes.

Managed and maintained a robust client roster, oversaw day-to-day management and workflow of jr and midlevel creatives, weekly client interactions, status meetings, participated in strategy brainstorming and orchestrated team work sessions with integrated marketing partners.

creative freelance

2013

Grey Group- Hasbro toys, Furby and Baby Alive

mcgarry bowen- Crayola coloring and crafting

BBDO NY associate creative director

2008 - 2013

Responsible for the conceptualization, presentation and production of multi-channel creative campaigns for a wide variety of brands including Campbell's soups, M&M's chocolate candies, Splenda, Bank of America, Stayfree, Monistat, Lactaid, Alka-Seltzer and Bayer.

Publicis senior copywriter

2002 - 2008

Responsible for the conceptualization, presentation and production of holistic campaigns for an array of fashion/beauty brands including Garnier Fructis haircare, Nutrisse haircolor, Lancome and Citizen watches.

ACADEMIC EXPERIENCE

Fashion Institute of Technology

Advertising & Digital Design BFA program. 2020 - present.

As an adjunct faculty instructor, responsible for the syllabi and instruction of the following courses: AD216 Foundation in Advertising & Digital Design, AD404 Creative Content for Social Media, AD498 Senior Project.

Fashion Institute of Technology

Communication Design BFA program. 2005 - 2013.

As an adjunct faculty instructor, responsible for the syllabi and instruction of the following courses: AD464 Senior Portfolio Design, AD491 Senior Internship, AD494 Senior Design Project Research, CD442 Senior 3D Presentation Design.

2010. Partnered with associate professors to co-write the AD466 Senior Portfolio Course of Study.

NOTABLE PROFESSIONAL ACCOMPLISHMENTS

My work has been featured in multiple highly regarded peer-reviewed publications including the New York Times, Ad Age, The Drum Creative Works and Ads of The World:

Mrs. Dash "Group Therapy" - The Drum Creative Works.

<https://www.thedrum.com/creative-works/project/resourceammirati-mrs-dash-group-therapy>

Birchbox "Better Way to Beautiful" - Ad Age Most Engaging Ads.

<https://adage.com/article/media/watch-newest-ads-tv-june-2-sd/298848>

In The Raw sweeteners "Family Tree" - The New York Times Campaign Spotlight.

<https://www.nytimes.com/2014/09/29/business/media/ads-declare-that-sweeteners-like-apples-dont-fall-far-from-the-tree.html>

Campbell's Soup "Giant Slurp- 32 Feet of Noodles" - Ad Age News.

<https://adage.com/article/news/advertising-campbell-times-square-billboard-slurp/140017>

LICENSES AND CERTIFICATIONS



IBM Enterprise Design Thinking Practitioner. Issued September 2017.

Enterprise Design Thinking is IBM's approach to applying design thinking at the speed & scale a modern enterprise demands. It helps teams not only form intent, but deliver outcomes - outcomes that advance the state of the art and improve the lives of the people they serve. Acquired skills include Design, Empathy, Experience Design, Ideation, User Centered Design, User-Centric, User Experience, User Research, UX.

EDUCATION

The City College of New York (CUNY)

Master's in Professional Studies, Branding + Integrated Communications program, creative track.

As part of the Media + Communication Arts Department at The City College of New York, the BIC program combines theory and practice in an interdisciplinary, multi-track curriculum that addresses the expanding opportunities and needs of marketing communications industry. BIC explores and helps solve the new cross-disciplinary challenges of creating and managing brand identity in the digital age. **Graduated June 2021. Program salutatorian. Final GPA: 3.88**

Fashion Institute of Technology (SUNY)

Bachelor of Science,

Advertising & Marketing Communications.

Associate in Applied Science,

Advertising Design.