

Summary

Innovative and creative team leader with over 7 years of experience in multimedia, print and digital design for a variety of industries. Confident in taking a hands-on approach when collaborating with clients, directing artists, and creating fresh ideas from conceptualization to production. Adept at leading cross-functional teams and bridging internal and external connections.

Work Experience

Likeable Media • Creative Director (May 2016 - Current)

- Led scaling of multimedia business, identifying and hiring talent, doubling the size and output of the creative team.
- Developed and launched the Daily Quip, Likeable Media's same-day delivery system for realtime, hyper-relevant content.
- Managed P&Ls, budgets and quotes for all incoming projects, forecasting revenue, cost and overall profitability.

Associate Creative Director / Director of Multimedia (April 2014 - May 2016)

- Spearheaded the creation of Likeable Media's multimedia department, resulting in the acquisition of 5 new Fortune 500 clients and over \$400K of incremental revenue.
- Set strategic vision for new lines of business, including the creation of Facebook Canvas ads, microvideos, gifs, cinemagraphs, stop-motion / motion graphics animations and audio ads.
- Concepted and executed "#Because" video series for Citrix GoToMeeting, generating 60 million views and a 556% increase in conversions over one quarter. Featured in AdAge article "Best Practices: How to Improve Brand Metrics with YouTube."
- Generated multimedia content for Seamless that outperformed parent company GrubHub, resulting in the acquisition of GrubHub as a retainer client at \$50K/month.
- Pitched and executed a one-off video project for CertaPro Painters, resulting in an 8-fold increase in engagement and the acquisition of CertaPro as a retainer client.

Art Director (Aug 2013 - April 2014)

- Led and created multiple web-based projects from concept through completion for brands including Entenmann's, Auntie Anne's and Century 21 Real Estate.
- Launched Likeable's video production services, directing photo and video shoots for both print and online distribution.

Lost Nomad Media • Art Director (2011 - 2013)

- Directed all animated and web-related projects for the science-based media company, including ScienceOnline 2013 & 2014, the premier US conference on scientific communications.
- Directed the conference's first-ever multi-camera livestream broadcast, viewed in over ten countries including Serbia and Denmark.

The Hand Prop Room, LP • Project Manager / Graphic Designer (Jan 2009 - July 2012)

- Designed and produced hundreds of props for productions including "Boardwalk Empire" and "Up in the Air."
- Developed a tight-knit relationship with studio clients, becoming the company's most requested Project Manager.
- Performed under strict deadlines with quick turnaround at the accelerated pace of network television production.
- Managed simultaneous projects and delegated tasks; trained new employees in design and customer service.
- Managed international purchases and deliveries, client accounts, file archiving, and digital server maintenance.

Assistant Prop Stylist - Apple/TNT/Volkswagen/Old Navy (2012 - 2013)

- Designed sets and props for print advertisements to convey a specific marketing message and story.

Proficiency

Adobe Creative Cloud: Illustrator, Photoshop, After Effects, Premiere, InDesign; MS Office: Word, Powerpoint; OSX; Working knowledge of Final Cut Pro, Avid, XHTML, CSS

Education

University of Southern California, School of Cinematic Arts: BA in Film Production, Graduated 2007
- Trustee Scholar: Awarded full-tuition scholarship based on academic merit

References

Alex Benton - Marketing Director at America's Best Racing
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Candie Harris - Chief Operating Officer at Likeable Media
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Digital / Social Media

- StubHub (USA & Canada) 2015-16
- Seamless/GrubHub 2013-16
- Citrix 2014-16
- Airbnb 2016
- Condé Nast 2015
- Medtronic 2013-15

Feature Films / Television

- Paramount: "Anchorman 2" 2013
- HBO: "Boardwalk Empire" 2011-12
- AMC/Stalwart Films: "The Walking Dead" 2011
- HBO/Media Cooperative: "Tremé" 2009-10
- FX/Sunny TV: "It's Always Sunny in Philadelphia" 2009
- Paramount: "Up in the Air" 2009

Print Advertisements

- Godiva: Game Over, Game On 2015
- TNT: We Know Drama 2013
- Old Navy: Winter, Spring, Summer 2012-13
- Fortune Magazine: Will.i.am Cover Story 2013
- Wired Magazine: Star Wars Cover Story 2013
- Apple: iPad 2013