

## experience

### **Euro RSCG — Associate Creative Director.** Chicago, IL 12/10 - Present

For my current endeavor, I'm utilizing everything I've learned throughout my career (see below) to manage multiple teams, steer creative work to its best place, and generally create order from where once there was chaos. This is largely done by working closely with the account service and planning teams to ensure creative assignments are solid and strategic, and then presenting and selling the resulting work to our clients. On a larger scale, I help develop and maintain client brand standards, and assist with planning and strategy on both a micro (project) and macro (brand) level. The end result is effective and engaging mobile, interactive and direct mail communications for Sprint.

### **Ogilvy & Mather — Senior Writer.** Chicago, IL 06/07 - 12/10

Within Ogilvy, I worked for the Redworks team. We had our own dedicated clients, but also assisted every other group in the organization. Redworks is who they called when they got overwhelmed and needed the cavalry to ride in and save the day. As a Redworks writer I had to possess the ability to deftly maneuver any medium, gracefully adapt to different groups, quickly familiarize myself with new brands, happily handle fast timelines and expertly juggle heavy workloads — while still producing Ogilvy-quality work. My best writing skills were put to use on clients like CDW, Blue Cross Blue Shield, Kraft Foods, Motorola, Oscar Mayer, BP Fuels and SC Johnson (a family company).

### **Freelance — Writer/Associate Creative Director.** Chicago, IL 05/06 - 06/07

Chicago. It's my kind of town. I jumped right in to the Windy City and immersed myself by freelancing at several agencies, writing and overseeing work for accounts such as Discover Network, Hinckley Springs Water, Mitsubishi Machinery, Home Depot, Brunswick Bowling Lanes, and Abbott Pharmaceuticals.

### **Integer (Omnicom) — Senior Writer.** Dallas, TX 05/05 - 05/06

After working on TV, radio, print and direct mail – I figured why not add promotions and in-store advertising to the mix? (Variety is the spice of life.) Several clients considered Integer their "general agency," so there were opportunities to work in varied media. In addition to my writing duties for Cingular Wireless, 7-Eleven, BlackBerry and RadioShack, I also served as acting ACD on the Dave & Buster's account.

### **Javelin Direct (Omnicom) — Brand Planner.** Dallas, TX 12/03 - 05/05

At first, joining this fledgling spin-off agency meant working on the same client and handling the same responsibilities I had at Rapp Collins. Then I did something crazy and asked to transfer to the brand planning team. Not content to just accept creative briefs, I wanted to learn how to create and improve them. In doing so, I got something invaluable that most creatives will never get: a firsthand look at the other side.

### **Rapp Collins Worldwide (Omnicom) — Senior Writer.** Dallas, TX 9/00 - 12/03

My first "big agency" experience involved managing projects from kick-off to completion, mentoring mid-to-junior-level employees, and finding places to eat that weren't Mexican food or BBQ. In addition to my daily duties, I was also active with new business pitches. Clients included SBC Telecommunications (now AT&T), Sony PlayStation, DIRECTV, Dell Computers and Adobe Systems Incorporated.

### **Harris Drury Cohen — Copywriter.** Ft. Lauderdale, FL 7/99 - 9/00

This position involved writing copy. A lot of copy. I was the sole writer on the agency's largest account and responsible for all client communications. As part of a true team environment, I also helped out on all agency accounts. Clients included Levitz Furniture, Sea-Doo Watercraft, Del Monte Fresh Produce, T.J. Cinnamons and Wyndham Resorts. I also cultivated a really nice tan.

### **Rogers Advertising — Copywriter/Producer.** Birmingham, AL 5/96 - 7/99

Rogers was advertising boot camp. I wrote and produced radio and TV commercials (anywhere from 10-20 per week) for the Just For Feet national retail chain and various automotive dealerships throughout the U.S.

### **WACT Radio — Copywriter/Production Manager.** Tuscaloosa, AL 1/95 - 5/96

Working at a small radio station sure wasn't as easy as it looked on WKRP. I managed the entire production department, including writing, producing and casting talent for every local commercial.

### **Diamond Film & Video — Production Crew.** Birmingham, AL 2/94 - 9/94

Here I learned the ins and outs of video and film production. And that you should always lift with your legs and not your back.

## education

### **Jacksonville State University**

Jacksonville, AL

*Bachelor of Arts in Communications and English, December 1993*

## fun facts

1. To this day, I still can't figure out how to blow a bubble while chewing bubble gum.
2. When playing Monopoly, I prefer to be the shoe.
3. I'm a trivia expert on rock/pop music from 1955-1995.
4. I lived in Texas for six years and never owned a cowboy hat or cowboy boots.
5. When I eat saltine crackers, they must be salt-side down.

