

Creative Director, Motion Designer, Digital Storyteller.

I am a process-driven Creative Director having started a creative business and built an in-house creative team. I dove into entrepreneurship in 2013, founding a motion graphic creative boutique called Marshmallow Pillow. With a team of freelancers, we delivered creative for broadcast, digital, and experiential campaigns. This crash course in hiring creatives, establishing workflows, and building cost models was the perfect primer for my next role as Creative Director at digital video advertising company Zefr. In 2014, I built the creative organization after the previous team was acquired by Fandango.

My process is collaborative, bringing creatives and stakeholders together to make decisions around data. I've worked side-by-side with research/insights specialists and third-party data companies to deliver creative based on human behavior. I'm a hands-on designer and animator with the ability to switch between whiteboard and design chair.

Creative Team Leadership

- 11+ years creative design experience in digital and broadcast video production.
- 5+ years as a Creative Director directing copywriters, designers, producers, and editors.
- 5+ years managing projects, budgets, scope, resources, and cross-functional teams across LA and NYC offices.
- 4+ years developing junior creatives into leadership roles.

Video Advertising Expertise

- Led creative for audience behavior study [testing video targeting in partnership with IPG Media Lab](#).
- Silver IAB Award, IAB MIXX Award for Taco Bell social campaign. Role: Production and pitch design
- Designed prototype and led creative marketing for launch of [BrandID, Zefr's contextual video targeting platform](#).
- Led visual design for Zefr's video [Rights Management product](#).

Digital Thought Leadership

- [TV 3.0](#) - Researching the shifting nature of how consumers engage with broadcast content in digital.
- [The Power of Relevance](#) - Research in partnership with the IPG Media lab studying the way contextual advertising in digital video improves brand lift with viewers.
- [2016 Influencers in Review](#) - a comprehensive list of top social influencers based on engagement.

Experience

- **CREATIVE DIRECTOR**, at freelance, - Venice Beach, CA
Current - March 2018
 - Designed and animated live event in-arena video content for a RCA recording artist's multi-million dollar tour, appearing in 18 major U.S. cities.
 - Currently developing immersive experiential video content for Doritos "Blaze the Stage" event in Las Vegas. Scope includes strategizing creative and designing and editing animations.
- **CREATIVE DIRECTOR** at Zefr - Venice Beach, CA
Dec 2014 - Jan 2018
 - Expanded broadcast reach into digital for AMC with digital video "postrolls" promoting properties such as *The Walking Dead*, *Mad Men*, *Halt and Catch Fire*, *Turn*, and *Talking with Chris Hardwick*.
 - Led creative strategy of branded content creation, including sing-along and lyric videos to support the theatrical release of *Jem and the Holograms* and series launch of the children's program *Hanazuki*.
 - Spearheaded Lionsgate campaign that tapped into fandom with original motion graphic digital comics, driving viewership and off-site ticket sales for the film *iFrankenstien*.
 - Developed digital video creative and mashup trailer for the Saturday Night Live 40th Anniversary campaign, driving app downloads and channel subscriptions for NBC Universal.
 - Oversaw copy, design and strategized content distribution for two Target back-to-school campaigns.
 - Led creative vision and digital video production for 2018 Purina Pro Incredible Dog Challenge including TruView and contextual targeting strategy.

Zefr NDAs prohibit the release of client analytics. Specific campaign results can be made available upon request.

- Created *My Little Pony* interactive YouTube game to activate superfans, resulting in increased channel subscriptions for Hasbro Studios.
- Built creative to launch new digital channels for Viacom, supporting Nickelodeon, MTV, MTV2, VH1, and Logo TV.



Nov 2014
Jan 2013

• **CREATIVE DIRECTOR/PRINCIPAL** at Marshmallow Pillow LLC, West Hollywood, CA

- Designed immersive video content for Bruno Mars live tour appearing at MTV VMAs, iHeart Radio and Super Bowl halftime performance, receiving a Pollstar Award nomination for “Most Creative Stage Production”.
- Re-designed E! Network’s “The Soup with Joel McHale”, gaining positive press attention for the new look.
- Drove app downloads with Disney Watch campaign released in 30+ countries.
- Developed Beats by Dre digital initiative that would spearhead a broadcast campaign.



Jan 2013
March 2012

• **PRODUCER/EDITOR** at NBC Universal, Burbank, CA

- Delivered motion graphics, print, video editing, and VFX for global broadcast commercials airing in the London Olympics *Brands: Pepsi, PNG, InkJoy, Landmark, “Zootopia 3”*.
- Created the NBC Universal local-owned studios sizzle reel to showcase content and sales opportunities.

March 2012
Oct 2009

• **DESIGNER/FILMMAKER** at Intermountain Healthcare & Park City TV, Park City, UT

- Worked as creative lead in corporate headquarters for Intermountain Healthcare, designing all marketing collateral executing across all forms of media, print, video, social and digital.

Aug 2008
May 2007

• **WEB PRODUCER/VIDEO EDITOR** at CBS/KUTV news - Salt Lake City, UT

- Wrote articles and edited footage for web segments for KUTV.com.
- Created interactive “McCain vs Obama” microsite to follow and track local user engagement for the 2008 election.

EDUCATION

UNIVERSITY OF UTAH - 2007 graduate

Bachelor of Arts
Advertising/Visual Communications

Bachelor of Arts
International Studies/Latin American Culture

CERTIFICATES

Digital Marketing - General Assembly
Channel Growth - YouTube
Content Strategy - YouTube

TOOLS

After Effects Premier
Photoshop Animate
Illustrator Cinema4D
Indesign Sketch
Adobe XD

GROUPS

AIGA Design, Los Angeles
General Assembly Digital Marketing
Pack Theater - Comedy
Storytellers, Los Angeles
Immersive Animation, Los Angeles