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*Creative director / copywriter in New York City obsessed with creating work that impacts culture and mentoring teams.  
Experience in brand strategy, film, digital, and social content on leading global brands and challengers.*

## **GOODBY SILVERSTEIN & PARTNERS**

### **Creative Director**

2022 - Present

Clients: Boston Beer Company, Kawasaki USA, bibigo USA

- ✦ Creative lead on Boston Beer account (Samuel Adams & Truly) since pitching and winning business in 2019
- ✦ Wrote and produced six Super Bowl campaigns in five years at Goodby Silverstein
- ✦ Crafted sales-generating campaigns across channels including retail point of sale, social and broadcast
- ✦ Managed teams in creative development, film production, social strategy & digital content
- ✦ Pitched and won Kawasaki USA business in 2023—watch for our spot in Super Bowl 58!

### **Associate Creative Director**

2019 - 2022

Clients: Boston Beer Company, Liberty Mutual

- ✦ Created viral “Your Cousin From Boston” for Samuel Adams, resulting in 2x increase in drinkers under 35, +20% social mentions, and a reverse in declining sales within six months of launch
- ✦ Featured *in Business Insider’s* “36 Rising Stars of Madison Avenue”

### **Copywriter**

2018 – 2019

Clients: Doritos, Pepsi, Liberty Mutual, Xfinity

- ✦ Created award-winning campaigns including Doritos’ “Brandless” work credited with +2.1MM unit sales bump
- ✦ Crafted Doritos’ #NowItsHot & Pepsi’s “More Than OK” campaigns that ran concurrently on Super Bowl LIV

## **DEUTSCH INC.**

### **Senior Copywriter**

2017 – 2018

Clients: Spectrum, Booking.com, DraftKings

- ✦ Created TV, OLV, and social campaigns, notably Spectrum’s “Think Forward” with Ellen DeGeneres

## **ARNOLD WORLDWIDE**

### **Senior Copywriter**

2016 – 2017

Clients: Carnival Cruise Line, Hershey’s

- ✦ Successfully pitched Angie’s List and CenturyLink Enterprise accounts
- ✦ Created TV, OLV, display, experiential, social, and streaming audio campaigns including the now-famous “Support Group” series that launched Progressive’s Dr. Rick character

### **Copywriter**

2015 – 2016

Clients: CenturyLink, CenturyLink Enterprise, Angie’s List, Jack Daniel’s

### **Junior Copywriter**

2014 – 2015

Clients: CenturyLink

## **WAYFAIR LLC**

2014

### **Copywriter**

- ✦ Crafted site content, display ads, look books, magazines, and daily sales emails across Wayfair & AllModern

## **HILL HOLLIDAY**

2012 – 2014

### **Media Planner**

## **BROWN UNIVERSITY**

Class of 2012

A.B., History. Staff writer for *The Brown Noser* and 95.5 WBRU-FM

**SKILLS INCLUDE:** Adobe Photoshop, Illustrator, InDesign & Premiere, armchair historian, history of armchairs (thanks Wayfair!)