

SUMMARY

An experienced, energetic creative leader and strategist with deep experience in brand development, web development, ecommerce, video production, digital marketing, customer activation, and events.

EXPERIENCE

Senior Director of Strategy, Essense Partners, October 2019 - present

- Lead and manage a team of seven strategists
- Provide creative direction and lead development of 360 campaigns including web sites, digital advertising, content marketing, app development, traditional media (OOH/Print), and live stream events for energy sector clients as well as energy efficiency and EV adoption incentive programs
- SEO, SEM and Social Media Strategy
- Livestream events production and management
- Video scripting and production management
- Support new business development and manage RFP submissions
- Developed formal project management and brand development standards to improve profitability

Clients: NY Power Authority, NYSEDA, Pike Corporation, Southern Companies, Eversource, Stonybrook University, Willdan, Southern California Edison and several early-stage clean energy companies.

Principal of Brand Strategy, Giant Shoulders & Co., Sept 2017 - Oct 2019

- Built key account relationships and increased year over year revenue by 50%
- Co-created branding methodologies and workshop models to make high quality, strategic branding and digital product development more accessible to small and medium businesses
- Lead new business presentation and RFP responses
- Lead strategy for e-commerce, social media, mobile, marketing and other digital campaigns
- Senior Creative Director and Copy Writer

Clients: Luma Sleep, Assa Abloy, Nekoosa Holdings, Beautiful Day, Sealed Homes, Signal Works Architecture, Glamourpuss NYC, Brave Venture Labs, Bowery Mission, Bridge Street Properties, and Civic Hall.

Chief Creative Officer, Wasabi Rabbit, 2013 - 2016

- Led and managed creative and web development teams for digital marketing services agency
- Expanded creative services and web development capabilities
- Manage staffing and recruitment
- Drove business strategy as part of the executive leadership team
- Increased agency revenue by 35%
- Strategy and creative lead for comprehensive brand refresh and enterprise web site redesign for Hughes Corporation.
- Lead creative for B2B and B2C content marketing programs

Clients: USAA, Hughes Corporation, Sysomos, Market Wired, Olmsted Foundation, M.A.S Athletic Wear, Stellex, Algonquin Hotel, Concordia College, Defense Mobile, Veterans Cannabis Project, Nekoosa Holdings, Revelwood, and Blue Metal