

Summary

The elusive Creative Unicorn in the flesh: an all-in-one copywriter, art director and designer who also knows enough HTML to be dangerous. 20-year industry veteran with media and client-side experience. A selfless, charismatic leader respected by clients and coworkers alike; who elevates the work, morale and careers of the teams he manages.

Work Experience

Skoog Productions / Executive Creative Director

2021 - 2023, CHICAGO, IL

Key accounts: University of Illinois at Urbana-Champaign, Ghurka, Gibson + Dehn, Nuluum, Reel, Jackson's Chips, Downtown Boxing Gym, Woman's Athletic Club of Chicago

- Partnered with the Creative Director to craft insight-driven brand identities and marketing campaigns
- Designed and developed a wide range of compelling creative executions, including logos, websites, brand guidelines, and campaigns including emails, direct mail, social media assets and more
- Collaborated with PR leads to provide smart, integrated branding, PR and marketing strategies
- Revamped internal processes for discovery sessions, planning, client workshops and brand platforms to deliver stronger work

Fusion92 / Creative Director

2016 - 2021, CHICAGO, IL

Key accounts: Fiserv, Options Industry Council, IG Group, Nadex, ADM Investor Services, FTSE Russell and new business initiatives

- Developed and directed a variety of omni-channel, multi-tactic projects and campaigns from concept to delivery
- Managed, mentored and expanded the skills of a diverse team of copywriters, art directors and designers
- Improved processes and skillfully mediated communications between AMs, PMs, devs, media and creatives of all levels in a fast-paced, high-stress environment
- Presented work to clients in a way that is impactful and sells the "big idea"
- Served as the face of the creative team in client meetings, while creating opportunities for individual team members to shine
- Worked closely with account and project leads to manage tight budgets and aggressive timelines without letting the work—or team—suffer

Dean Media Group / Creative Director

2005 - 2016, CHICAGO, IL

Concepted, developed and executed a wide range of digital and traditional advertising, branding and marketing campaigns and tactics for our financial services clients. Key accounts included FTSE Russell, CME Group, Interbank FX, Chicago Board Options Exchange and ADM Investor Services.

Core Competencies

- Creative direction, problem solving and team building
- Equally skilled at moving between the worlds of copywriting, art direction and design
- Respected team leader who understands team dynamics and how to effectively lead both people and an organization
- Extensive knowledge of digital and non-digital platforms/tactics
- Deep working knowledge of software including Adobe Creative Suite, Figma, Sketch, InVision, Microsoft Office and more
- Strong presenter, idea seller and communicator
- Adept at turning marketing objectives into clear creative strategies

Education

Calvin College - Bachelor of Arts, Business
2000 - Grand Rapids, MI

Awards

Internet Advertising Competition (Best Integrated Campaign, Best Financial Services Ad, Best of Show) • GD USA Awards (Best Logo) • W3 Awards (Gold & Silver) • Davey Small Agency Awards (Gold & Silver)