



A connector at heart, I have a knack for developing creative ideas and solutions with a twist I'm looking for a challenging adventure; working with people who are willing to push themselves and others to uncomfortably exciting places
My mission is to re-imagine how brands and people connect

05.2015-Present **Volvo Car USA ~ Rockleigh, NJ**

Director of Marketing

- + Promoted from an innovation and strategy role to full control of national Tier 1 & 2 marketing team including CRM, social, digital content and brand guidelines following the first six months at Volvo
- + Developed a highly targeted, always-on digital media and creative strategy increasing our key KPIs by **18%** while reducing our media spend by **25%**
- + Led Volvo marketing team to several **industry firsts** and **award-winning** work, from first to market 360 degree video on Facebook to a, Instagram partnership utilizing video commonly know as "Thumb Drive" that earned a **One Club Pencil** award - my efforts with our creative agency resulted in **winning three Cannes Lions** and shortlisted in the prestigious Innovation category for XC90 T8 Highway Robbery
- + Responsibilities include: representation of the Americas region on **Global Marketing Council**, representation at industry events such as NADA & **Keynote speaker** at the 2016 Oracle Drive Summit, responsible for managing **\$25MM advertising budget and growing marketing team**, fostering and maintaining multiple agency relationships

10.2008-04.2015 **Google ~ New York, NY**

Executive Creative Director & Head of Creative - ZOO

- + Enhanced capabilities of business development team 10x+ by advocating for, and building a creative team from ground up
- + Attracting and retaining outstanding creatives; 14 reports (5 directs), by inspiring thought leadership, vision and coaching
- + Proven leadership and management of diverse creative team, exhibited by consistently high rankings (**92%**) in bi-annual Manager Feedback Survey
- + Growing brand relationships for Google by collaborations with Fortune 100 companies and their agencies - examples include AT&T, Disney and Volvo - by facilitating creative executions that resulted in over **\$6MM** combined of incremental media investment
- + Image and credibility building of the Google / ZOO brand by developing and presenting thought leadership presentations for industry leaders, C-Level executives and agency creatives at industry events including; 4A's, OMMA, AMA, Social Media Week, Internet Week, SxSW and Cannes
- + Pushing the limits of digital advertising by conceiving new ways to use technology, as demonstrated by a **U.S. patent** application filed on my behalf by Google
- + My team is key in driving Google display revenue upwards of **\$100MM** by delivering creative excellence

Highlights include:

2014 [TEDx](#) Speaker

2013 Webby Award for [Zeitgeist Minds](#) web site (patent pending)

2012 - 13 Featured on FWA for [YouTube's AdBlitz](#) program

2012 Keynote speaker [AMA Collegiate Conference](#), audience of 3,000+

2012 [SxSW co-panelist: Why Your 5-Year-Old Is More Digital Than Most CMOs](#)

2011 Promoted within my first 30 months of employment

Featured interview, Fast Company's [30-second MBA](#)

Recipient of multiple internal awards including: **2011 Google Achievement Award** (presented once a year by senior sales leadership to 40 people out of 12,000), **2009 Google Impact Award**, 100+ "**peer bonuses**" over a six year period from colleagues for going above and beyond





01.2011-Present **School of Visual Arts ~ New York, NY**
Adjunct Professor, Advertising 3.0

08.2007-09.2008 **John Militello IsD Ilc ~ New York, NY**
President

+ **Google/YouTube** - Creative design, ideation and brand integration

01.1999-08.2007 **Fitzgerald Brunetti Inc ~ New York, NY**
Vice President & Creative Director

+ Founding member responsible for all creative direction, management and development of company strategy and brand identity

+ Supervised multiple award winning consumer facing projects

+ Clients included; Ford Motor Company, Mercedes-Benz, Volvo

Highlights include:

Award winning VOLVO FOR LIFE AWARDS - \$3.5MM annually in creative and production

2006 Telly Awards for Local, Regional, and Cable Television Commercials "Live 8: Why" & "Live 8: Three C's"

2005 PRWEEK "Cause-Related Campaign of the Year"

2004 NY Festivals International Film & Video Gold World Award VIVA Volvo: Retailer Conference

06.1994-06.1998 **MDI Creative ~ Woodcliff Lake, NJ / Detroit, MI**
Regional Creative Director / Art Director

+ Built East Coast creative department, and re-built Boston creative team

+ Creative pitch for Mercedes-Benz pre-owned program led to revenue growth from \$0 to \$1.7MM+ in one year

+ Clients included; BMW, Digital, Chrysler Financial, Ford Motor Company, Infiniti, Mercedes-Benz, Nissan, PictureTel, Volvo

06.1991-05.1994 **Cromwell Communications ~ Royal Oak, MI**
Graphic Designer

EDUCATION

Yale University - Yale School of Management

Certificate Program, AIGA Business Perspectives for Creative Leaders, 2010

College for Creative Studies

Bachelor of Fine Arts (Graphic Communications), December 1993

+ Recipient of 1993 Leo Burnett Scholarship (full tuition) based on faculty nomination and portfolio evaluation

Northwestern Michigan College

Associates of Applied Science - Commercial Art, May 1990

+ 2014 Outstanding Alumnus Award

EXTRAS

Art, Food, Cars, and Other Fun Stuff

+ Published: "Augmenting Educational Realities" - [Principal 2.0](#) - Technology and Educational Leadership

+ Accomplished Oil Painter - painting displayed in the U.S. Senate at the age of 12 through the DAR Boys & Girls Club of America

+ Worked as a chef during the first two years of college to support tuition payments

+ Part of the 1% of the population that has driven a Formula series race car

+ Professional member - The Art Directors Club

+ Professional member - AIGA (American Institute of Graphic Arts)

