



*I believe advertising & marketing should bring something of value to people,  
always living up to the greatness of the product or service.*

## CAREER HIGHLIGHTS

- Cannes Lions Winner** Volvo XC90 T8 Highway Robbery
- One Club Pencil Award** Instagram Thumb Drive, and Highway Robbery
- TEDx Speaker** Game Changers Under Our Noses – Traverse City TEDx Talks
- Webby Award** Google Zeitgeist Minds web site
- FWA Featured** YouTube's AdBlitz
- Keynote speaker** Oracle Drive Summit, and AMA Collegiate Conference
- SxSW co-panelist:** Why Your 5-Year-Old Is More Digital Than Most CMOs
- Google Internal Awards** Achievement Award, Google Impact Award
- Telly Awards** Local, Regional, and Cable Television Commercials Live 8: Why & Live 8: Three C's
- PRWEEK Award** Cause-Related Campaign of the Year
- NY Festivals International Film & Video Gold World Award** VIVA Volvo Retailer Conference

## WORK HISTORY

- 2018 – present    **Longblink ~ New York, NY** *Chief Creative Officer & Co-Founder*
- + Co-Founded groundbreaking **strategy studio concept** – focused on the strategy needs of businesses, brands and agencies
  - + Instrumental in launching eight+ start-ups, one leading to a partnership with **Amex** and one to an acquisition by **Apple**
  - + Led creative strategy for clients; **Fortune 100 companies**, established mid-size brand to startups
  - + Developed brand **strategy**, brand **architecture**, brand **names**, brand **taglines**, creative **briefs** for national ad **campaigns**, brand **narratives** for investor presentations, and many types of **workshops**
  - + Built client roster across **diverse industries**; Major League Soccer, Pay With Extend, Andersen Windows, American Home Shield, Primephonic, Green Thumb Industries, Alaka'i Technologies, Lengenuity, and SmartSoda
- 2015 – 2018    **Volvo Car USA ~ Rockleigh, NJ** *Director of Marketing*
- + Responsible for all national Tier 1 & 2 marketing and strategy including TV, print, CRM, social and digital content — efforts resulted in doubling spontaneous brand awareness from 8% to **16%**
  - + Developed a highly targeted, always-on digital media and creative strategy increasing our key KPIs by **18%** while reducing our media spend by **50%**
  - + Led a team of 10 marketing professionals to several **industry firsts** and **award-winning** work, from first to market 360 degree video on Facebook to an Instagram partnership
  - + Responsibilities included: representation and leadership of the Americas region on **Global Marketing Council**, representation at industry events such as NADA, responsible for managing **\$25MM agency and production budgets**, fostering and maintaining multiple agency relationships

2011 – 2015

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

2007 – 2015

**Google ~ New York, NY** *Executive Creative Director & Head of Creative - the ZOO team*

- + Built and led a team that was key in driving Google display revenue upwards of **\$100MM** by delivering creative excellence
- + Grew brand relationships for Google by collaborations with Fortune 100 companies and their agencies - examples include AT&T, Disney and Volvo - facilitated creative executions resulting in over **\$6MM** combined of incremental media investment
- + Attracted and retained outstanding creatives; 14 reports, 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
- + Developed and presented thought leadership presentations for industry events including; 4A's, OMMA, AMA, Social Media Week, Internet Week, SxSW and Cannes
- + Conceived of unique technology, as demonstrated by a **U.S. patent** application filed on my behalf by Google

1999 – 2007

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

- + Co-founder 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

## EDUCATION

**Yale University - Yale School of Management**

*Certificate Program, AIGA Business Perspectives for Creative Leaders*

**College for Creative Studies**

*Bachelor of Fine Arts (Graphic Communications)*

- + Recipient of Leo Burnett Scholarship based on faculty nomination and portfolio evaluation

**Northwestern Michigan College**

*Associates of Applied Science - Commercial Art*

- + 2014 Outstanding Alumnus Award

