

CAREER TIMELINE

Present		Twitch Notes:	Creative Strategy Lead, Midwest Lead the development of POG Picks: a new Twitch IP created specifically for live-shopping that went global within the 1st year.
2019-2020		Freelance Agencies:	Creative Director / Senior Copywriter Group SJR, TMSW
2017-2019		TMSW Clients: Notes:	Associate Creative Director McDonald's, Disney, Coca-Cola, T-Mobile, Revlon (pitch) Led McDonald's largest, most-intricate, most-successful digital promotion in company history—from ideation to execution.
2016-2017		Freelance Agencies: Clients:	Associate Creative Director / Senior Copywriter Walton Isaacson, LyonsCG, Edelman / Krispr, Momentum WW, OKRP, Upshot, TMSW MillerCoors, Kellogg's, Enfamil, Starbucks, Neutrogena, NABISCO, Nissan / Infiniti, Cracker Barrel
2014-2016		Leo Burnett Clients: Notes:	Associate Creative Director Sprint, Kraft, Coca-Cola, Samsung, P&G Walmart (pitch—won), MillerCoors, City of Chicago Secured incremental business by leading the creation of a new digital / social campaign for Kraft.
2013-2014		Freelance Agencies: Clients:	Senior Copywriter GTB, Critical Mass, Walton Isaacson, Arc WW, TMSW, Leo Burnett HP, Philip Morris, Samsung, Intel, McDonald's
2011-2013		GTB Clients: Notes:	Copywriter Ford, Lincoln, United Way Helped create Octane Academy—a wholly new sub-brand of Ford—which became a reality competition TV series and broke Ford's records for digital customer acquisition.
2007-2011		RJM	Copywriter

PERIPHERAL INFO

Wins

W3 Awards - Silver (2x)  The Smarties - Silver (6x)  The Reggies - Silver

Smarts

TV Writing Course at Chicago iO Theater  Bachelor of Arts, Advertising from Michigan State University (2007)
Study Abroad Program at the American University of Rome  Four-Year Member of the American Advertising Federation

Facts

Born in Detroit  Love technology, travelling, Mt. Dew, & the band KISS  Been called "hawkeye" for my attention to detail
Started as an Art Director (won Graphic Artist of the Year at The State News in college)  Can marry people as an ordained minister