

I may fit stereotypical traits that many creative professionals are associated with:

love for the color Black, thick-rimmed glasses, strongly opinionated, seeing modernity more as functional than merely fashionable, fervently collecting the hottest indie music for my iTunes collection, and always wanting to go against the norm.

However, I'm also that guy with an insatiable appetite to always formulate better ideas.

I look in off-kiltered stance at what most would take for granted; I ask questions when others are content; I move fast in strategy because the competition's always right behind; I love a good challenge; I find any excuse to not sit idle; **I'm great at conceptualizing winning ideas,** and I'm exceptionally good at analyzing trends and technologies for better business. I hold extensive experience in digital and interactive-based communications. I have thorough knowledge of branding and print design. I'm skilled in project planning and creative management for digital marketing. **And I believe business is an ongoing dialogue and not just a service unidirectionally disseminated.**

I'm the way I am because of my experience ① operating my own business, CAM Design, over the last several years; working within leading marketing groups at companies such as: ① DSW Inc., ② Blue Diesel, ③ Novinity, Inc., ④ Endforce, Inc., and ⑤ NBC Universal. I've also freelanced at top agencies: Resource Interactive and Young Isaac working with brands like: Clairol®, Corelle, Head & Shoulders®, Herbal Essences®, Scotts Miracle-Grow, and Total Image. I'm a graduate of Bowling Green State University where I received my BS in Technology with a Focus in Graphic Design. In addition, I studied for a summer at NYU's Interactive Telecommunication Program and Tisch School of Arts.

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CREATIVE DIRECTOR AND OWNER | May 03 - Present: Providing marketing strategy, digital design, and advertising. Responsible for all creative and managerial tasks, leading new business, managing contractors, nurturing client relationships and building alliances with vendors. Key clients include: NBC Universal, and Schmidt's Hospitality.

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SR. CREATIVE-DIGITAL MARKETING | April 09 - Present: Leading all Web and interactive promotions for leading U.S. specialty retailer. Key roles include: Art directing, designing, and concepting monthly site launch creative. Developing social influence marketing strategies and emerging media concepts for the brand.

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INTERACTIVE ART DIRECTOR | June 08 - March 09: Directed creative teams for Pharma ad agency. Contributed to strategies, researched social media trends, helped develop the firm's mobile marketing approach, as well as created first-ever company mobile marketing competition. Key clients include: EMD Serono, Gardasil, and YAZ.

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ART DIRECTOR | Jan 05 - March 06

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INTERACTIVE DESIGNER | April 04 - Jan 05

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DESIGNER | May 02 - Aug 03

ACCOLADES

AIQA: Origination Design Award

Judge of 2009 Internet Advertising Competition (IAC Awards)

American Design Awards: (3x) Winter Semi-Annual Award of excellence

American Design Awards: Featured in *Spotlight Review*

Horizon Interactive Awards: ('07) Silver, ('09) Bronze