



HELLO

I help dream up captivating concepts and stories for brands, and pinpoint the magic words that bring them to life.

EXPERIENCE

Critical Mass

L.A., 2020 – Present

Associate Creative Director / Copy

Leading all copywriting for a major financial services client for which Critical Mass is Agency of Record. Tasked with conceiving, guiding and developing content across platforms for video, print, OOH, digital and social.

Sr. Copywriter

Hired as head copywriter for the agency's then-new financial services client, responsible for all copywriting output until building the team out. Promoted to ACD September 2021.

Freelance Creative – Super Ultra Splendid, LLC

L.A. & Remote, 2014 – 2020

Ideas & words for stuff like this:

Campaign Concepts & Ideation
Video Content & Scripts
Campaign Lines & Content
Pitches / Decks / Presentations
Manifestos
Brand / Product Taglines
Brand Voice & Identity
Naming of Brands, Products & Services
Creative Solutions for Whatever You Need

Some clients & collaborators:

Saatchi & Saatchi (*Toyota*)
IDOL Partners
Beats by Dr. Dre
Hulu
72andSunny (*Google, Target*)
Observatory (*Drinkworks, Bud, ModCloth*)
Damage – The Esports Agency (*Intel*)
VIRTUE, the Creative Agency by VICE
Razorfish (*Honda*)

Mohawk Digital / InTheMO Interactive / Mopro

L.A., 2011 – 2014

Director of Copy

Went from being this tech startup / agency's first copywriter to leading the copywriting team, crafting content and concepts for pitches, campaigns, branded content, videos, online series, apps, and experiential marketing.

Responsible for all copy from strategy to concepts to deliverables: Video, digital, social, case studies, editorial, and PR for both Mohawk Digital (formerly InTheMO Interactive) and Mopro (a digital media tech startup).

Created pitch decks, RFPs, treatments, conference presentations, & VC fundraising decks in InDesign & Keynote.

Clients: Yahoo!; Miller Lite; Lowe's; Global Poverty Project; Random House; Lenovo; AIPAC; Cellairis; Hyatt

Brierley & Partners (a WPP agency)

L.A., 2009 – 2011

Copywriter

Collaborated with Art and Creative Directors to conceptualize and develop digital and print content (Web, email, banners, brochures, mobile app content, taglines, partnership marketing, and naming).

Clients: Hilton; Bloomingdale's; Victoria's Secret; Men's Wearhouse; JCPenney; Hertz; GameStop

Hilton Worldwide

L.A., 2007 – 2009

Copywriter

Helped implement the new voice of Hilton HHonors, Hilton's award-winning rewards program (30 million members worldwide), and created content for digital, e-mail campaigns, videos, banner ads, print, event collateral, and PR for all 10 Hilton brands (from Hampton Inn to Waldorf Astoria).

EDUCATION

University of Richmond (Richmond, VA) B.A. in English; Minor in Classics; Independent Study in Creative Writing