

SUMMARY

25 years of creative leadership in ad agency and in-house environments for global, regional, and local brands. My work has included brand positioning & design, consumer insights, creative strategy, and full-funnel, award-winning creative campaigns across paid, earned, and owned channels. For Fortune 100 companies to ambitious start-ups, I've been equally passionate about leading larger teams of over 65 and being in the trenches with scrappy teams of two or three. In my current role I've replaced outside ad agencies by building an internal creative one supporting seven brands with \$5.5B in annual revenue.

WORK EXPERIENCE

DEVOUR, GO TO FOODS IN-HOUSE CREATIVE AGENCY – *Executive Creative Director, '22 to Present*

- Creative leader for seven multinational restaurant brands.
- Spearheaded vision, mission, purpose, reorg, and ways of working for first-ever, in-house ad agency.
- Recruited & managed an FTE and scalable freelance team of 65+.
- Generated high-impact creative work, managed creative quality control and campaign performance—while coaching others and creating opportunities for them to do the same.
- Displaced 95% of outside agencies saving \$1M in the first year.
- Raised the standard of creative excellence while lowering the department attrition rate by 77%.
- Made Ad Age Top 5 Marketing Ideas. Won multiple awards for in-house agency industry orgs, including AMA Best of Show. Went viral on TikTok with 3.5M organic views.
- “Devour has made a significant contribution to reaching aggressive EBITDA targets.” Go To Foods CEO.

MORRISON, INDEPENDENT AD AGENCY – *Chief Creative Officer, '13 to '21*

- Integrated traditional and digital marketing practices so, for the first time, all disciplines could work together in harmony.
- B2C & B2B brands included Samsung, Mitsubishi, RaceTrac Convenience Stores, Good2Grow Beverages, Palmetto Dunes Resort, Cadence Bank & Sealed Air Food Packaging.
- Launched Samsung appliances into the home builder market with a campaign that helped generate \$1B in sales quotes in the first 18 months.

MODEA, DIGITAL AD AGENCY – *Executive Creative Director, '11 to '13*

- Provided creative leadership to help enterprise web & app agency expand its capabilities to include full-funnel marketing campaigns.
- Results included the agency's first-ever advertising AOR agreement with nTelos Wireless. We won assignments from Riunite Wines, Estee Lauder, and Ermenegildo Zegna. We created Modea's first fully integrated campaign for Vitruve, a B2B social media platform.

BBDO, GLOBAL AD AGENCY NETWORK – *SVP Executive Creative Director, '94 to '11*

- Advanced from Art Director to Executive Creative Director.
- Created and guided award-winning B2C and B2B campaigns for a wide range of brands— including multiple Fortune 500 companies like AT&T, Capitol One, and Delta Airlines.
- Served on BBDO Atlanta Board of Directors.

WORKPLACE PERSONA

Player / Coach / Collaborator / Change Maker / Servant Leader

SKILLS

Creative Vision & Leadership / B2C & B2B / Building In-house Capabilities, Teams & Processes / Full Funnel Marketing / Building Brands & Driving Traffic / Integrated Campaign Execution Across Paid, Earned & Owned Channels / Brand Positioning / Consumer Insights / Creative Strategy / Brand Design & Storytelling / Team Building / Servant Leadership / Resource & Budget Management / Presentations / Relationships / Partnerships / Adobe Creative Cloud / Microsoft 365 / Google Drive

INDUSTRY EXPERIENCE

Airlines / Apparel / Automotive / Consumer Electronics / CPG / Energy / Financial Services / Food & Beverage / Gaming / Healthcare / Home Goods / Higher Education / Mobile / Non-profit / Professional Sports / Restaurant / Retail / Supply Chain / SaaS / Travel & Leisure

CREATIVE AWARDS

One Show / Communication Arts / FWA's / National Gold Effie / D&AD / Archive / Clios / New York Art Directors / Addy's Best of Show / IHAF / AMA Best of Show

EDUCATION

California State University, Long Beach, BFA, Visual Communication

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