



Creative Director | Art Director | Photographer

*Creative leader for advertising agencies across Canada and the US, spanning 15 years of leadership, team building and big idea strategic thinking, surpassing clients marketing challenges.*

*Art Director and Direct Marketing Dynamo, mastering in direct and general advertising initiatives; well versed in conceptualizing and rolling-out digital applications and integrated marketing with record breaking ROI's for a wide range of clients.*

*Accomplished designer responsible for the creation and successful roll-out of several new brands which included digital, print, TV, direct mail, collateral, outdoor, in-store and identity.*

*Professional photographer with retouching skills successfully conducting a host of shoots — both in studio and on location.*

*Recipient of multiple awards achieved in advertising and design including a Gold Mobius, a couple of London Internationals, 3 Caples, a few Echos, several RSVP awards, and have appeared in "The best of Direct" and in "Creativity".*

**Owner** LRC&P LLC. | Seattle | 2009 - Current

*Business includes PNC Bank, HON, The UPS Store, Merkle, Blockbuster, Toyswithlove.com, Loving Heart Connection, Doghouse Marketing, ASAT and NETA.*

#### *Creative work*

- Licensed and established LLC, generating business for both creative and photography initiatives.
- Oversaw and led the art direction and coordination of a \$1M photoshoot encompassing 7 major location shoots for HON furniture simultaneously — including location scouting, model selection, set direction, art direction of photography, image selection and retouching art direction.
- Was instrumental in the development of pitch creative that lead to a major business win for Merkle.
- Turned an initial how-to-video request for PNC Bank into a multi-media campaign — successfully creating and rolling out a new brand look and generating a series of 7 videos, landing page, display ad, brochure, digital brochure, email marketing and DM.
- Created and designed a new brand identity for clients such as Doghouse Marketing and Loving Heart Connection — including website design, logo, collateral and brand image.

#### *Photography work*

- Established photography arm to service growing client needs.
- Built studio from the ground up; including the addition of remote shooting capabilities — enabling agency and client personnel to review off-site.
- Photographed a 5-day out-of-state tabletop shoot for The UPS Store utilizing 2 shooting stations simultaneously.
- Photographed and retouched a print ad campaign for Toyswithlove.com.
- Successfully photographed and retouched local ad agency product shoots, realty shoots, and portraiture work.

**Creative Director** Doner Advertising | Detroit | 2002-2009

*Accounts worked on include Progressive Insurance, The UPS Store, Blockbuster, Hibernia Bank, HGTV, ADT, Cox Cable TV, HON Furniture, Online Vehicle Exchange (OVE), and Sylvan Learning Center.*

- Led the team and created a highly successful monthly direct marketing acquisition program for Blockbuster deployed through TV and direct mail — which ran successively for over 2 years.
- Created new national TV campaigns for Progressive Insurance, ADT and Sylvan Learning Centers.
- Supervised and led the HON brand overseeing brand identity, all web content, eblasts, print, POP, direct mail, product videos, trade show and collateral. Created a new brand identity for HON using unique photographic style and rolled out through all mediums.
- Led the team and created a new mascot and brand identity for OVE, with a resulting spike in brand awareness and business expansion to category leadership. The new brand was rolled out through web, viral, eblasts, print, outdoor, direct mail, corporate video, trade show and collateral.
- Worked on pitch creative that lead to 4 major business wins — Circuit City, Six Flags, LensCrafters and Helzberg Diamonds — resulting in over \$300 MM in new agency revenue.
- Created a highly successful online campaign for Scripps Networks, which generated more click-throughs than any previous Scripps online advertising to date.
- Successfully launched the first-ever advertising campaign for Progressive Insurance Outdoor Vehicle Division in TV, print and DM.
- Developed outstanding DRTV and direct mail creative which motivated substantial budget increases for Owens Corning (over 600%) and HGTV (over 550%).

**Associate Creative Director** Deutsch | New York | 2000-2001

*Supervised the brand and creative development on Pfizer, Verizon Superpages, and Resort Condominiums International (RCI).*

- Rolled out a multi-media direct response campaign for Zolofit antidepressant medicine.
- Worked on the successful pitch for Verizon SuperPages and subsequently created a new brand look and feel for SuperPages business-to-business advertising.
- Supervised the development of a new brand look and feel for RCI Weeks.

**Associate Creative Director** Arnold Worldwide | Toronto | 1997-2000

*Supervised the brand and developed creative on Sprint, Purina, Canadian Tourism Commission, Bank of Montreal, InterCasino, NBTel, and M&M Meat Shops.*

- Produced creative for the most successful direct mail program in Bank of Montreal's history—with an R.O.I. of over 1,000%.
- Successfully launched Canada's first AIR MILES debit card with a national, multi-media campaign (which also proved to be the largest revenue earner in the departments history.)
- Supervised the development of a new brand identity for InterCasino; successfully rolled out through print, broadcast and direct mail.

*Education*

**Advertising and Graphic Design Graduate** Humber College | Toronto

Various marketing, creative and photography related courses Toronto | Detroit | Seattle

- Marketing 101, Acting 101, various DR seminars, studio lighting and portraiture courses.

*Awards*

**Award Winner in Direct Marketing and Design** New York | Chicago | Toronto | London

Numerous advertising and design awards including a Gold Mobius, 3 Caples, a few Echos, several RSVP awards, a couple of London Internationals, and have appeared in "The Best of Direct" and in "Creativity 28".