

Creative Lead

/Writer:

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Here's the Deal

I'm a creative lead + copywriter out of Chicago. I bring a blend of pragmatic wisdom and gonzo instinct to the room, nurturing Big Ideas outta li'l nuggets of insight and honing the sharpest creative possible. I believe **T**ogether **E**veryone **A**chieves **M**ore, and that great work happens when the working's fun. 'Cause this is advertising, baby: If we ain't laughin', we're cryin'.

The Road So Far

Associate Creative Director @ Leo Burnett // Chicago, IL // May 2023-Present

Concepted/produced "Mornin' Rhythm"—a 360° brand campaign to support the Dunkin' app. The campaign prompted a sustained spike in mobile orders and an all-time high in digital sales during Q1 2024. Managed up, down, and around to keep film production on track. Led junior creatives in social content creation—including a slew of scrappy shoots on set during TVC filming.

Directed launch creative for SPARKD' Energy by Dunkin', the company's new energy drink sub-brand. Included exploration and implementation of a fresh tone/look 'n' feel across all forms of digital content. Sales beat expectations, even without an offer.

Pitched/sold Rite Aid's new brand platform, "It Means More."

Associate Creative Director @ Huge // Remote // Oct. 2021-Feb. 2023

Led a small-but-mighty Integrated Creative team, producing campaigns for Brooks Running and Fisher/Squirrel Brand Nuts. After a business re-org, I acted as a roaming "Conceptual Creative Lead." Workshopped campaign strategy, presentation theater, and spearheaded brand voice projects.

Freelance Associate Creative Director // Remote // July 2020-Sept. 2021

Earned media and big brand thinking for Budweiser, Intel, Sam's Club, State Farm, ALDI, Rubbermaid, Cottonelle, and CONAGRA Brands.

Associate Creative Director @ OKRP // Chicago, IL // Nov. 2019-June 2020

Chili's social. As the pandemic kicked off, we jumped on emerging consumer behaviors and helped the restaurant maintain sales during quarantine.

Senior Copywriter @ R/GA // Chicago, IL // July 2018-Nov. 2019

Lead writer on Cleveland Clinic. Pitched and produced an incredibly successful brand campaign, repositioning them from a "hospital for the elite" to a place anyone can go for care.

Senior Copywriter @ VML // Kansas City, MO // June 2015-June 2018

On Wendy's when Wendy's became Wendy's. I helped define their sassy brand voice, won some awards, and "translated Twitter to TV" with 2018's *Real Talk* campaign. Did my fair share of 360° campaign work, too—including a relaunch of the famous Taco Salad (which sold out, week one).

Copywriter @ Barkley // Kansas City, MO // Oct. 2013-May 2015

Ah, my li'l baby bullpen writer days. Got my start here. Learned the fundamentals from some fine folks.

All Aboard the Hype Train:

Cannes Lion, Silver x 4
Cannes Lion, Bronze x 2
One Show, Gold
One Show, Bronze
One Show, Merit
One Show, Shortlist
Clio, Silver
Clio, Shortlist x 2

Book Smarts:

University of Missouri / Columbia, MO / 2009-2013
Bachelor of Journalism, Strategic Communication
Minor: Economics