

Proven and award-winning leader in content production with an unparalleled skill set developed over 20+ years partnering with respected members of the industry. Extensive experience with global productions, live action, visual effects and animation, long and short form content. Proficient at monitoring current production trends. Recognized as a mentor and valued within the industry for professional and effective decision-making expertise while remaining grounded and accessible.

## Expertise, Skills and Responsibilities

- Produce long term campaigns for clients including General Motors, Procter and Gamble, General Mills, Toyota, Hasbro, Walmart, TracFone and Nationwide.
- Take ownership of the production from concept to finished product, including logistics and the challenges of the various forms of content and platforms.
- Source appropriate production partners in the form of directors, production companies, editorial and animation houses.
- Build productive relationships with agency teams, production partners and clients.
- Determine budget parameters, inclusive of logistics and scheduling.
- Negotiate budgets to fit varying levels of creative, production and deliverables requirements.
- Navigate the contractual, payment, insurance, background checks, and talent negotiation processes to vet and utilize new production partners.
- Assign work within the division, including writers, art directors and production teams.
- New Business presentations for pitches and all associated production related matters.
- Starting from inception, created a fully functioning, collaborative and effective production department with a consistent staff while producing continuously for a wide-range of brands.
- Created production guidelines in collaboration with internal departments including Advertising Sales, Marketing, Nickelodeon Talent, Consumer Producers, Business and Legal Affairs on all production related matters.
- Produced inaugural sponsored long form events on Facebook and Instagram Live for Nickelodeon Creative Advertising.
- Select and submit content for awards shows and quarterly updates.
- Created an effective Advertising Production Process Curriculum at The School of Visual Arts.

## Professional Experience

- McCann Detroit/Executive Integrated Producer April, 2021- present  
Overseeing Content Production Department  
Clients: General Motors, Shoe Carnival, Bissell and Lockheed Martin
- Wunderman Thompson/Executive Producer July, 2019 - March, 2021  
Clients: Samsung, Walmart, Nestle, Stouffer's, T. Rowe Price, OneMain Financial, Sharpie, Elmer's and Crazy Glue.
- Flint and Steel/Freelance Executive Producer September, 2018-June, 2019

- Nickelodeon Creative Advertising Vice President/Head of Production May 2014 - September 2018
- Nickelodeon Creative Advertising Head of Production/Executive Producer September 2009 – May 2014
- Saatchi and Saatchi, Producer/Senior Producer July 1996 – September 2009

**Teaching Experience**

- School of Visual Arts, BFA Program, Adjunct Professor September 2015 - present
- School of Visual Arts, School of Continuing Education September 2014 - present
- Hudson County Community College, Adjunct Professor September - December 2019

**Presentations**

- Moderator and Panelist, Insight Exchange Network 2018, 2019
- Founded the Nickelodeon Creative Advertising Spotlight Screening with guest speakers highlighting work from 20 production partners 2018
- Featured Guest, NJ Ad Club Professional Spotlight Series 2018
- Panelist, Montreal Effects Conference 2016
- Speaker, Grady College, University of Georgia 2014
- Panelist, Shoot Magazine Annual New Directors Showcase 2013

**Industry Awards**

- Webby Award, Best Community Engagement 2023
- Webby Award, Branded Comedy 2023
- Telly Awards Gold and Silver Winner 016, 2017, 2018
- Clio Short List 2017
- Best in Show, New Jersey Advertising Club Awards 2017
- PromaxBDA 2015
- General Mills Brand Champions Award 2009

**Professional Development**

- Ciclope Festival, Berlin, Germany October 2017
- AdAge Small Agency Conference, Nashville, TN July 2017
- Viacom Leadership Studio March 2017
- Cannes Lions Festival, Cannes, France June 2014

**Affiliations/Memberships**

- Judge, The Telly Awards 2018 - present
- Board member, New Jersey Ad Club 2017-2018
- Judge, The One Club, The Young Ones ADC Category 2016-2017

**Education**

M.S. Education, St. John's University, New York, 1996

B.A. Communications, Hunter College, New York, 1991

**Interests**

- Producer and Host, Feezable Tracks, Community Radio, Maine
- WHPW Harpswell, WBFY Belfast and WRFR, Rockland
- Avid cricket and pickleball player