

Executive Producer / VP Creative Services

Results driven branding and creative services leader with proven track record of recruiting and leading winning teams and building high powered creative, digital agencies. Successfully developed, produced and directed over 45M in marketing and brand content for clients ranging from Start-Ups to leading Fortune 500 companies.

Accomplished record business growth by constantly improving creative processes, evangelizing digital innovation and fine-tuning operational and project management processes.

Designed and executed industry-first, award winning marketing and brand campaigns and innovative customer experiences, generating millions of impressions and high engagement rates across social, digital and branded channels.

Areas of Expertise

- Marketing Strategy
- Creative Services
- Content Development
- Social Media Marketing
- Team building and coaching
- Project Management
- Branding & Design Systems
- Digital Innovation
- Business Operations
- Client Relations
- Finance/Budgeting
- Business Growth

Recent Accomplishments

- Built and led two fast-growing digital agencies with world-wide footprints, delivering unparalleled results to industry leading clients such as Salesforce, Banana Republic, Sprint, GAP, Facebook, YouTube, Electronic Arts, and many others.
- Led an internal agency to 300% growth, producing 95% of all marketing, advertising, and sales assets in-house.
- Assumed brand ownership at Solace Inc., instituting two major brand updates, delivering historic jump in brand recognition and brand value: increased goodwill valuation 300% across four-year tenure.

Career Experience

Sr. Creative Director & Creative Producer, Solace Inc., US / Canada

2016 – 2020

Directed full scope of agency operations for a company with \$60M in annual revenue and 400 staff. Produced and maintained production pipeline and schedules. Instituted methods to streamline business and project management processes, insourcing millions in creative and brand services expenses from outside vendors and agencies. Guided product and digital marketing teams for product launches,

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including lead-gen campaigns, giveaway concepts, live-streaming video events, and brand campaigns. Led development of MVPs and prototypes. Aligned workflows and communications plans between cross-functional teams. Delegated assignments across staff; oversaw employee relations and coached and mentored.

- Established in-house agency from ground up, coordinated recruitment, coaching, and training.
- Consistently maintained exceptional leadership scores and staff loyalty.
- Boosted operational efficiency 50% by introducing agile workflows and project management processes.
- Ideated and executed industry-revolutionizing concepts across all marketing channels, successfully propelling company brand awareness and reputation to new audiences.
- Spearheaded video strategy and developed full service in-house production capabilities, driving 600% increase to video channel engagement and followers.
- Conceptualized and designed 300+ in-person and virtual events and trade shows, generating media and PR impressions rate of 60%, as well as 50% increase of sales pipeline.

Creative Producer, Director and Consultant, WELTER Creative, Sausalito, CA **2014 – 2016**

- Delivered creative direction, production expertise and consultation services to select Fortune 500 clients eager to adopt agile focused start-up mindsets.
- Ideated ClifBar outdoor gym microsite and social media campaign, garnering 5M+ digital impressions.
- Developed OMNI Channel communications and execution plan for Banana Republic; successfully launched companywide training program.
- Produced and launched most successful-to-date social media campaign “Hydrated” for Camelbak, including video content for social channels.

Executive Producer & Founding Partner, BARS+TONE Agency, San Francisco, CA **2004 - 2014**

Hired and managed team of 20+, including staff, freelance contractors, and vendors. Created and delivered +100s of brand and marketing videos for Fortune 500 companies such as Sprint, Banana Republic, GAP Inc., Salesforce, and Facebook.

- Successfully met 60-70% profit margins by creating and optimizing digital media workflow and production processes.
- Recruited, trained, and developed top-performing team.
- Designed and engineered all in-house production technology.

Education

Bachelor of Fine Arts

Academy of Art University, San Francisco, CA

Swiss Federal Diploma - 4 Year Cabinetry and Furniture Design

Vocational Academy Wetzikon, Switzerland