



## PROFILE

Humor is my religion. People-first is my politics. And a great idea is my writer's high. Now that I got religion, politics and drugs out of the way, let's talk about building brands.

## EXPERIENCE

- 2018 - Present **Tribune Publishing**  
[Lead Copywriter + Strategist](#)
- 2020 - 2021 **World Gym International**  
[Freelance Associate Creative Director](#)
- 2014 - 2018 **Chicago Tribune**  
[Lead Copywriter + Strategist](#)
- 2009 - 2014 **Los Angeles Times**  
[Senior Copywriter](#)
- 2007 - 2009 **Santy Integrated**  
[Senior Copywriter](#)
- 2006 - 2007 **DGWB**  
[Senior Copywriter](#)
- 2005 - 2006 **Ad Agencies**  
[Freelance Copywriter](#)
  - Davis Elen, Heil Brice, Ideaology, Johnson Gray, Ogilvy & Mather

## CLIENTS

### B2C Multimedia Branding

- **Brands:** Albertsons, Cold Stone Creamery, Los Angeles Times, Phoenix Children's Hospital, squeezeoc.com

### B2C Digital

- **Brands:** The Baltimore Sun, Chicago Tribune, Los Angeles Times, New York Daily News, Orlando Sentinel

### B2C Events

- **Brands:** Los Angeles Times: Festival of Books, The Taste, Travel Show

### B2C Project Work

- **Brands:** Hilton Garden Inn, Islands, McDonald's, Sav-on Pharmacy, Sharp Electronics, Universal Studios CityWalk Hollywood, The Venetian Las Vegas

### B2B Campaigns

- **Brands:** Cisco Systems, Epson, Hewlett-Packard, IBM, Samsung, Symantec

## OTHER

### Stand-Up Comedian

- Writes + performs original material

### Tennis Instructor

- Taught part-time for 13 years

## RECOGNITION

- Adweek
- New York Times
- squeezeoc.com
- Lürzer's Int'l Archive
- Spraymount
- NPR & YouTube
- Anti-domestic violence PSA



## AWARDS

- Cold Stone Creamery
- Kohnie's Restaurant
- Los Angeles Times
- Phoenix Children's Hospital
- Tempforce Temp Agency



## EDUCATION

- Tufts University, Medford, MA
- B.A. American Studies
- Miami Ad School Atlanta @ Portfolio Center, Atlanta GA