

Google

Co-Director, Creative Strategist, Producer, Creator Engagement

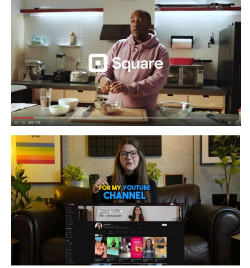
Partner: Google (2021, 2022, 2023), US Creative Works, Gary Hoffman

Project: YouTube Creator Ads Product: Brand, Square

Link: [Square \(2022\)](#) (Daron The Chef)

Project: YT:Shorts, Creator Ads: Brand, Adobe

Link: [YT:Short Jack Coyne \(2023\)](#), [YT:Shorts. Grace Wells \(2023\)](#)



Director, Creative Strategist, Producer, Creator Engagement

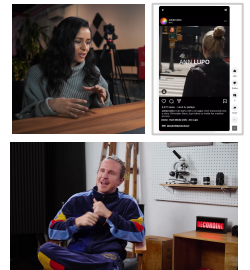
Partner: Adobe (2020, 2021), Director YouTube, Jayson Oertel

Project: Creator Lab, Content Series, Season 01-03

Link: [S01 Epi 6, Sarah Cooper & Casey Neistat \(2020\)](#), [S03 Epi 6, Kid Super \(2021\)](#)

Project: Vertical Ads, Adobe Rush

Link: [Adobe Rush, Ann Lupu \(2019\)](#)

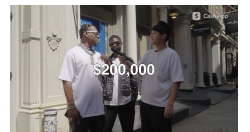


Creative Strategist, Producer, Creator Engagement

Partner: Block Inc., Cash App (2021, 2022, 2023), US Media, Kaitlin Taszarek

Project: Social Media Ads

Link: [Cash App. Shan Rizwan \(2022\)](#), [Cash App. Devin Macon \(2023\)](#)



SAMSUNG

Lead: Creator Partnerships, Creator Storytelling & Strategy, Producer

Samsung US (2015-2018), CMO, Marc Mathieu

Agency Partners: Edelman Digital, Wieden + Kennedy, PMK BNC

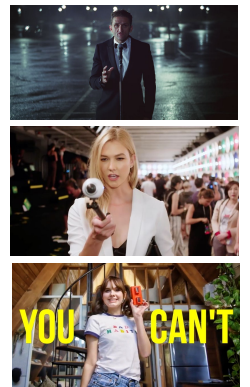
Project: 2017 Academy Awards, TV Commercial, "The Rest of Us," [Video](#)

Project: 2016, "Do What You Can't," Casey Neistat, 15M+ Views, [Video](#)

Project: 2016, Casey Neistat Engagement, "Human Flying Drone," [Recap Reel](#)

Project: 2017 Lincoln Center Launch Event, "Creator Unpacked," [Recap Reel](#)

Project: 2016, Karlie Kloss Partnership, "Gear 360," [Recap Reel](#)

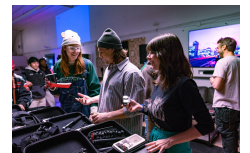


Creative Dir., Experiential Design/Producer, Creator Engagement

Partner: GoPro (2023), Sr. Director Media Relations, Kelly Baker

Project: GoPro NYC Creator Summit

Link: [GoPro Summit \(2023\)](#) (Studio 368 Creators)



Creative Strategist, Producer, Creator Engagement

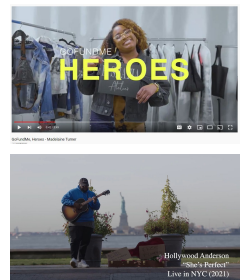
Partner: GoFundMe (2021), CMO, Musa Tariq

Project: GoFundMe Heroes, 8-Part Content Series

Link: [GoFundMe Heroes. Epi 04 \(2021\)](#) (Madeline Turner)

Project: World Kindness Day Music Video

Link: [World Kindness Day Video \(2021\)](#) (Hollywood Anderson)



Uber

Creative Director, Producer, Creator Engagement

Partner: Uber (2019), US Marketing Head, Rikin Diwan

Project: Jump Bikes Launch Videos

Link: [Uber JUMP \(2019\)](#) (Akilah Hughes) [Uber JUMP \(2019\)](#) (Will Haynes)

