

SUMMARY

Studio Founder & Creative Director with 15+ years of experience working with C-Suite teams leading brand campaigns, creative strategy & productions for Fortune 500 companies like Samsung, Adobe, Google and Block Inc. along with top-tier talent partners like Casey Neistat, Ashley Graham, Karlie Kloss, Shawn Mendes, Trevor Noah, Spike Jonze, Tracy Morgan and many others. My portfolio of work includes launching brand campaigns with The Academy Awards, an investment initiative for PepsiCo's US Marketing Team and first-of-its-kind creative agency completely powered by a community of independent creatives.

As an creative leader, I have remained "ambidextrous," thriving in both traditional professional settings and dynamic creative environments. My portfolio of work spans across scaling Samsung USA's social media team to producing Carmelo Anthony's podcast pilot and mentoring 100+ studio creator residents as a founder of Studio 368 – a mixed-use media studio & creative community hub located in the heart of NYC.

ACHIEVEMENTS

- **Studio 368** (2018-2024) Founding New York City's creator community hub and mixed-use media studio ([368 Trailer Link](#))
 - **Samsung** (2016) Leading Samsung USA's brand & content strategy powered by creator culture ([77th Academy Awards commercial](#))
 - **Adage Media Maven Award** (2009) ([Link](#))
 - **Adweek Media All Star** (2010) ([Link](#))
 - **Degrees**
 - Pepperdine Graziadio School of Business (*MBA, 2004*)
 - Calvin University (*BA Business, 2001*)
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STUDIO 368, INC., @368 // 2018 - 2024

Founder, CEO & Creative Director (NYC)

Building a creator community hub co-founded with Casey Neistat, independently operated as a creative agency, multifaceted studio & production company, giving life to the convergence of content creators and mainstream storytellers

- **Studio Productions:** Partnership services including: RFP management, content strategy, channel development, creator engagement, productions (video/event/podcast/ livestreaming), experiential design (community engagement & partners), artist performances & exhibitions, creator festivals & resident programming
 - **Brand Storytelling:** Adobe, Google, Block Inc (Square & Cash App), Electronic Arts, GoPro, Showtime, Uber, Fast Company, Warner Records, GoFundMe, COACH, 1stdibs
 - **Top Creator Partnerships:** Casey Neistat, Kid Mero, Shantell Martin, Ashley Graham, Shawn Mendes, Trevor Noah, Carmelo Anthony, New York Nico, Michael Moore, Hannibal Buress, Max Joseph
 - **Highlights:** ["WTF is 368?" Reel](#), revenue \$10M (2018-2024), creator residency program (2022 & 2023), 100+ studio residents, @368 social media 100k+ ([IG](#) / [TW](#) / [YT](#))
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SAMSUNG, US MARKETING // 2015 - 2018

US Head, Creator Content & Partnerships + VP, Social Media (NYC)

Leading creative direction for creator-driven brand campaigns, partner engagement & cross-functional implementation

- **Content Marketing:** Content strategy, creative direction & production, integrated marketing, inter-agency (cross-functional) marketing campaign management, creator engagement & partnerships
 - **Creator Partnerships:** Marques Brownlee, Karlie Kloss, Casey Neistat, Max Joseph, Molly Burke, Devin Super Tramp, Logan Paul, +more, Talent/Artists: Spike Jonze, Shantell Martin, Lil Wayne, Rihanna, Miguel
 - **Highlights:** [2017 Oscars Commercial](#), [Creators Anthem Video](#), ["Do What You Can't"](#)
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AGENCY EXPERIENCE // 2005 - 2015

- **Edelman Digital, Exec Vice President** – Samsung, Social media & integrated marketing lead, (2012-2015, NYC)
- **WME / theAudience, Vice President** / Partnerships, Social Strategy, LIVE NATION (2011-2012, LA)
- **Omnicom, OMD, NY Director** – Media Innovations, PepsiCo & GE (2008-2011, NYC)
- **IPG, Initiative, W. Coast Director** – Media Innovations, CBS, Showtime & Lionsgate (2005-2008, LA)

SAMSUNG

Lead: Campaign Planning, Creator Dir. of Creator Storytelling

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

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

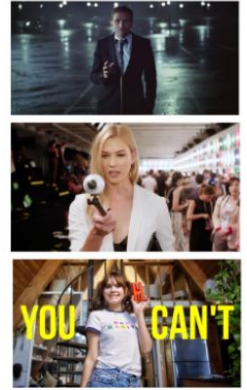
Project: 2017 Academy Awards, TV Commercial, "The Rest of Us," [Video](#)

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](#)



Google

Co-Director, Creative Dir., Producer, Creator Engagement

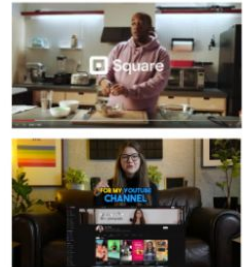
Partner: Google (2021, 2022, 2023), US Creative Works, Gary Hoffman

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 Dir., Producer, Creator Engagement

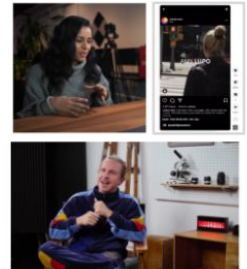
Partner: Adobe (2020, 2021), Director YouTube, Jayson Oertel

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 Lupo \(2019\)](#)

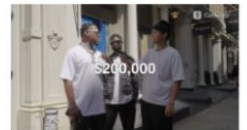


Creative Dir., Producer, Creator Engagement

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 \(2023\)](#)



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 Dir., Producer, Creator Engagement

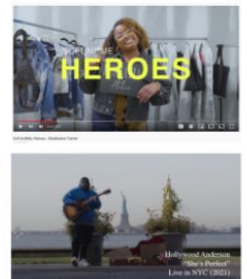
Partner: GoFundMe (2021), CMO, Musa Tariq

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)



Creative Dir., 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)

