

Studio Founder and Creative Executive with 15+ years of experience leading creative & content strategy, studio productions, creator engagement, integrated marketing and marketing innovations for Fortune 500 companies. Demonstrated expert ability to set a clear creative vision, independently lead complex projects from brief to delivery and collaborate with senior-level C-suite clients. Adept at engaging and steering dynamic creative teams to deliver award-winning and high-performance marketing. Recognized for pioneering creator storytelling with groundbreaking creator-driven campaigns & media innovation.

EXPERTISE

Creator partnerships, social content & channel strategy, brand storytelling, new media productions, innovation & entrepreneurship

ACHIEVEMENTS

- Built a first-of-its-kind creative studio & community hub, Studio 368, co-founded with Casey Neistat, built and led a multifaceted creative & content agency, creator studio, and production company, developing content series, commercial projects and fostering an ecosystem of 100+ creative residents.
- Led Samsung's disruptive "Do What You Can't" creator campaign launch: spearheaded strategy, creative direction, creator engagement and productions, launched at the 2017 Academy Awards, connecting the brand to creator culture.
- Industry Recognition: Honored with the Adage Media Maven Award (2009), Adweek Media All Star (2010), and Tribeca Festival X Award (2016) for innovative contributions to media and marketing.
- Directed creator-powered brand storytelling for global brands, developed content series and creator ad campaigns for clients including Adobe, Google, Block Inc. (Square & Cash App), GoPro, GoFundMe, and YouTube Music.

EXPERIENCE

STUDIO 368, INC., @368 // Co-Founder, Creative Director & Creator Community Lead | 2018 – 2024 (NYC)

- Co-founded with Casey Neistat, Studio 368 (@368) as an independent creative and content agency, brand studio, and community hub that was both powered-by and empowering a diverse emerging creator community.
- Oversaw multiple pieces of business concurrently for a client roster including Adobe, Google, YouTube, Block Inc., Electronic Arts, GoPro and GoFundMe – leading creative strategy, creator engagement & studio productions.
- Directed and mentored creative teams and curated 100+ studio resident creators, providing guidance, studio resources, and community while fostering career development and paid partner collaboration opportunities.
- Led all facets of strategy & production management for partnerships including: studio integrations, digital advertising, content series, talent podcasts, commercial livestreams, and community experiential activations.
- Managed partnerships including: YouTube's YT:Shorts "Creator Ads" Launch, GoPro's "Hero 12 Black US Launch", GoFundMe's "Heroes" brand campaign, Adobe's "Creator Lab" content series and Carmelo Anthony's podcast pilot.
- Collaborated with creators/talent including: Airrack, Akilah Hughes, Anya Karo, Ashley Graham, Carmelo Anthony, Colin & Samir, Coolman, David Dobrik, Gabe DeSanti, Grace Wells, Jack Coyne, Jordan Studdard, Kid Mero, Madelaine Turner, Max Joseph, Michael Moore, Nas Daily, New York Nico, Sarah Cooper, Shantell Martin, Trevor Noah and many others.
- Spearheaded content strategy and channel development, scaling @368 social media presence to over 100K followers.
- Creative reference links: ["WTF is 368?" Reel](#), ["Hero 12 Black US Launch" \(2023\)](#), [GoFundMe Madelaine Turner, Epi 04 \(2021\)](#), [YT Music](#), [Shawn Mendes "Artist Spotlight"](#)

SAMSUNG, USA // US Head, Content & Creator Brand Storytelling | 2015-2018 (NYC)

- Piloted and led Samsung USA's Content & Creator Engagement Strategy, driving a shift in brand storytelling through strategic creator partnerships.
- Oversaw content strategy, creative development, and production of flagship brand storytelling initiatives like Samsung's "Do What You Can't" campaign which premiered at the 2017 Academy Awards and culminated with the creator anthem on YouTube and included the first-ever "Human-Flying Drone" with Casey Neistat.
- Co-managed integrated marketing and inter-agency collaboration, working directly with the US CMO on strategic planning.
- Developed and executed content partnership strategies with key influencers and talent such as Marques Brownlee, Karlie Kloss, Casey Neistat, Spike Jonze, Lil Wayne, James Harden and Miguel to amplify brand reach and cultural relevance.
- Creative reference links: [2017 Oscars Commercial](#), ["Do What You Can't" Anthem](#), ["Human-Flying Drone"](#)

EDELMAN DIGITAL // Executive Vice President, Client Services (Samsung US Social & Content) | 2012 – 2015 (NYC)

- Led social media strategy, creator marketing and integrated marketing planning for a Samsung USA

THEAUDIENCE (WME) // Vice President, Brand Partnerships & Social Strategy (LIVE NATION) | 2011 – 2012 (LA)

- Drove partnerships and social strategy for entertainment clients and WME talent.

OMD // Director, East Coast Media Innovations (PepsiCo & GE) | 2008 – 2011 (NYC)

- Pioneered media innovation strategies for global brands.

INITIATIVE // Director, West Coast Media Innovations (CBS, Showtime & Lionsgate) | 2005 – 2008 (LA)

- Managed media innovation for entertainment industry brands.

EDUCATION // Pepperdine Graziadio School of Business (MBA, 2004), Calvin University (BA Business, 2001)