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Creative Executive specializing in video, visual identity, and integrated campaigns for music and youth culture brands.

CORE SKILLS

Creative Direction and Art Direction · Brand Systems, Visual Identity and World-Building · Integrated 360 Campaigns (digital, social, retail, experiential) · Video and Content Strategy · Music Video Commissioning · Experiential and Live Creative · Team Leadership, Hiring and Mentorship · Creative Operations and Workflow Design · Cross-Functional Collaboration (Brand, Marketing, A&R, Publicity, Production, Finance) · Budget, Vendor and Agency Management

EXPERIENCE**Republic Records - Vice President, Creative**

Santa Monica, CA | Nov 2024 - Oct 2025

- Led creative direction and visual strategy across a roster of active artists, overseeing video, design, and campaign architecture.
- Partnered with marketing, A&R, and artist teams to build cohesive visual systems aligned with album cycles, drops, and brand narratives.
- Directed cross-functional creative teams and external partners to deliver high-impact content across digital, social, live, retail, and experiential ecosystems.
- Connected artist worlds to label and partner brand initiatives, keeping creative culturally relevant while meeting business priorities.

Def Jam Recordings - VP, Creative and Video (Head of Video)

Santa Monica, CA | Jan 2023 - Nov 2024

- Owned video and visual content strategy for the label, guiding creative from concept through release for priority artists while leading the internal video team.
- Managed directors, treatments, budgets, and production timelines to meet creative, financial, and schedule targets.
- Streamlined end-to-end creative workflows and payment processes with Business Affairs and Finance, improving clarity and efficiency for artists and vendors.
- Built and developed the team, expanding the department's structure and capabilities while elevating visual consistency and storytelling across campaigns and balancing speed, culture, and scale.

Interscope Records - Senior Director, Visual and Creative

Santa Monica, CA | May 2020 - Jan 2023

- Led overall creative for album and single campaigns, owning the full suite of visual outputs for every release, including artwork and packaging (digital, vinyl, CD), photo commissioning, experiential creative, music videos, and all supporting content.
- Ensured all creative advanced and protected the artist's vision, partnering with artists, managers, internal teams, and key stakeholders to build cohesive visual worlds across video, artwork, photography, experiential, and digital touchpoints.
- Mentored and guided the creative team, raising the bar on concept development, execution, and visual consistency.

Interscope Records - Director, Visual and Creative

Santa Monica, CA | Jan 2017 - May 2020

- Directed creative development for music videos, behind-the-scenes pieces, and visual campaigns for major releases.
- Collaborated with artists, directors, and internal teams to shape visual narratives for album and single rollouts, ensuring alignment across video, artwork, and digital touchpoints.
- Helped connect video and visual campaigns into broader marketing plans supporting social, digital, and live initiatives.

Interscope Records - Director of Video

Santa Monica, CA | Apr 2015 - Jan 2017

- Served as a music video commissioner for priority artists, delivering breakthrough visuals that cut through culture in the YouTube and social era.
- Led projects from treatment through final delivery, aligning directors, artists, and internal teams around concept, budget, and schedule while protecting the visual standard for the label's roster.
- Managed relationships with directors, production companies, and post partners, balancing creative ambition with production realities.

Interscope Records - Visual Content Manager

Santa Monica, CA | Jan 2013 - Apr 2015

- Managed production and delivery of music videos, behind-the-scenes content, interviews, EPKs, and live visuals for label artists.
- Coordinated shoots, post-production, and asset delivery with marketing and digital teams to support campaign launches and ongoing content needs.
- Supported artist development by helping define early visual worlds for developing and breaking hip-hop acts.

Interscope Records - Visual Content Coordinator

Santa Monica, CA | Oct 2008 - Jan 2013

- Supported video production logistics, asset management, and delivery for major-label releases, including early work on flagship campaigns.
- Handled schedules, call sheets, and file organization to keep shoots and deliveries running smoothly for producers and directors.
- Managed final delivery, ensuring videos were technically compliant and ready for premiere and distribution across TV and digital platforms.

SELECTED ARTISTS AND PROJECTS

Kendrick Lamar · Eminem · Yelawolf · Playboi Carti · ScHoolboy Q · Juice WRLD · JID · Ken Carson · 6LACK · Madden NFL 22 Soundtrack