

Executive Producer

Seasoned creative problem solver with over 20 years of experience producing content for domestic and international markets. Skilled in crafting and executing innovative production solutions across various media channels, including film, print, social/digital media, live activations and immersive experiences. Also, huge football fan and CrossFit fanatic.

VP, Executive Producer

- ◇ Leading a team of 10 producers, overseeing the execution of projects across multiple media platforms.
Providing leadership and expert guidance on industry best practices, technologies and vendor partnerships.
Responsible for performance reviews, including setting and tracking individual goals
- ◇ Resource Management Lead responsible for resource allocation and forecasting across the department to ensure all projects are staffed appropriately while prioritizing a diverse and inclusive talent pool
- ◇ Continuously exploring and implementing innovative production processes and technologies to further enhance the agency's creative output
- ◇ Actively engaging in new business development by showcasing the agency's comprehensive production capabilities and services to potential clients

Creative Production Lead, Google Cloud

- ◇ Led and motivated a diverse team of producers and designers to deliver effective and award-winning work for the Google Cloud brand
- ◇ Strategically defined project scopes and tactical requirements while elevating production quality to meet Google's rigorous creative standards
- ◇ Fostered strong cross-functional collaboration with Product Marketing and Demand & Growth teams to drive the successful execution and delivery of production requests across multiple Google Cloud platforms

Executive Producer

- ◇ Oversaw day-to-day production operations for the agency's largest client, AT&T
- ◇ Scoped all incoming production work, ensuring the proper production resources were in place. Proactively led a team of 11 producers, working closely with them to deliver production assets of the highest quality and craft

***VP, Executive Integrated Producer* | 2019 – 2021**

***VP, Senior Integrated Producer* | 2016 - 2019**

- ◇ Produced complex, global integrated campaigns for major clients, including Marriott, Volvo and Procter & Gamble, with production budgets up to \$6MM. Solely managed and oversaw all production for Febreze, Lindt Chocolates, Armand De Brignac and Discover

Senior Producer

- ◇ Produced a diverse range of content across multiple media platforms for Chobani, Avis Budget Group, NBC Universal, Voya Financial and Fifth Third Bank

Integrated Producer

- ◇ Produced broadcast and digital content for ExxonMobil, Dr. Scholl's, Claritin, Coppertone, Lysol, Woolite and Airwick

Associate Broadcast Producer

- ◇ Produced broadcast spots, re-edits, animatics and sizzle films for Pantene, Downy, Febreze, Pringles, Smucker's and Olive Garden

- ◇ 2 Silver Lions, 1 Bronze Lion + 19 Shortlists at the Cannes Lions International Festival of Creativity
- ◇ Gold, Silver and Bronze at One Show
- ◇ 3 Silver Anthem Awards
- ◇ 2 Gold International Andy Awards
- ◇ 2 AICP Show Awards
- ◇ 2 Silver Clio Awards
- ◇ 2 New York Festivals Advertising Awards
- ◇ 2 Wood Pencils + 1 Graphite Pencil at the D&AD Awards

Hofstra University | Hempstead, NY

Bachelor of Arts, TV/Video Production