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INTEGRATED CD/ACD/CW



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Currently:

Freelancer – August 10 / Present

After taking four months off to travel throughout Europe, my wife and I are currently back in New York City and have begun purging old stuff from moving boxes. I am freelancing at select agencies and enjoying being back in the city that I love.

Past 5 Years:

Crispin, Porter + Bogusky // Boulder, CO

Copywriter – Dec 08 / March 10

2010 Agency of the Decade: Guitar Hero/Activision, Green Garage, Burger King, Volkswagen, Dominos, Best Buy, Microsoft, Coke Zero, AmEx OPEN, new business, and others.

AKQA Inc. // NY

Senior Copywriter – Sept 06 / May 08

2007 Digital Agency of the Year: The Coca-Cola Company, DoubleClick, Smirnoff, Motorola, Comcast, American Eagle, new business, and others.

Freelance // New York, NY & Dallas, TX

Copywriter – Always ongoing and in-between

JWT/NY, Deutsch/NY, The Halo Group/NY, Joiner Rowland Serio/Dallas, Wyndham Hotels, MADD, Bombay Company, B&H Cameras, T:M Advertising/Dallas & more.

Earlier Experience:

Tribal DDB // Dallas, TX

Copywriter – May 04 / Oct 04

Pepsi, Mountain Dew, Sierra Mist, Nokia, Frito Lay, US Air Force, and new business.

Young & Rubicam // Toronto, ON

Senior Copywriter – Oct 02 / July 03

Ford, Jaguar, Land Rover, Lincoln, Colgate-Palmolive, Prism (KFC, Pizza Hut, & Taco Bell), Scotts, Accenture, and new business.

Doner Canada // Toronto & Detroit

Copywriter – July 00 / July 02

Mazda, Future Shop, Blockbuster, Canadian Tire, and The Royal Ontario Museum.

Related Professional Experience:

- Member – NYC Ad Club
- Ex-Committee Member – Dallas Ad League
- Ex-Member - Canadian Cannes Committee

Awards:

Cannes Lion, Clio, One Show Pencil, ADDY, Webby, FWA – Website of the Month
Radio Impact Gold, ACE Award (Radio). Featured in Communication Arts, Creativity
Ad Age, & Fast Company. 2007 Digital Agency of the Year & 2010 Agency of the Decade.
Ask me about my favorite award of all time.

Education:

Humber College of Applied Arts & Technology - 1996
School of Media Art - Radio Broadcasting 2 Year Diploma
Major: Creative Writing

Category Experience:

- **Automotive** – Volkswagen, Mazda, Ford, Land Rover, Jaguar, Lincoln, Subaru
- **Beverage** – Coca-Cola & Pepsi. Also, Smirnoff, Mountain Dew, Sierra Mist, & Aquafina
- **Clothing/Fashion** – American Eagle/M+O
- **Communications** – Comcast, Nokia, Bell Sympatico, Motorola, Aircell/Gogo
- **Corporate** – Rogers Communications Inc.
- **Entertainment** – Broadway shows, Off-Broadway, Lincoln Center, CHFI & 680 News
- **Environmental** – Green Garage
- **Financial** – AmEx OPEN, Scotia Bank, Third Federal, CIT
- **Gaming** – Activision Guitar Hero
- **Food** – Dominos, McDonalds, Frito Lay, KFC, Pizza Hut, Boston's Pizza, Pizza Pizza
- **IT/High-Tech** - Microsoft, DoubleClick
- **Media** – CHFI & 680 News, 102.9 K-Lite & Oldies 1150
- **Packaged Goods** – Scotts (Miracle-Gro, Turf Builder, etc), Hunts, Orville Redenbacher
- **Personal Care** – Colgate-Palmolive, Johnson & Johnson, Blistex
- **Pro Bono** – MADD, Royal Ontario Museum, Brooklyn Museum
- **Retail** – Best Buy, Blockbuster, Canadian Tire, Future Shop, Bombay Company
- **Travel** – Wyndham International, Royal Caribbean, SunQuest

Plus several hundred smaller accounts while working in radio and boutique ad shops.

What I believe a great agency should have and be...

- A culture where people can say what they think without fear of being fired. Often great ideas and the truth come out of exit interviews. Fear kills killer ideas.
- Single, Minded, Briefs, without, serial, commas.
- AEs are not employed to tell us what the client said. They are one of the best sources of knowledge and ideas. They breakdown walls and are the boat to islands of great work.
- Smart people who often disagree with each other, but never disrespect.
- Great internal communication. We are a communications company.
- Inspiring managers who manage people. Turnover in the ad industry is truly pathetic. Marketing Managers complain about this all the time. This needs to be fixed.
- Monthly development programs. Short sit downs between bosses & employees that track growth, strengths, weaknesses, and opportunities.
- 6-month mentor programs. (In boutique shops this can be difficult, but still possible.)
- The agency is not a vending machine. It's a partner. We grow together.
- Devoting careers to the study of human behavior, psychographics, demographics, trends, and the truth. When you make a consumer feel something, you make them think. This opens their hearts and minds to new things.
- Win awards? Great work drives business, and in turn, wins awards.
- Ideas should drive media buys. Nimble media and creative buyers make brands richer.
- An understanding of word-of-mouth. Great creative does this. It doubles your media and then feeds your message from a trustworthy source. This is what 'viral' means.
- 360 degree thinking. There shouldn't be a traditional team and an interactive team.
- Finally...an agency is a brand. All agencies develop their clients' brands, but by aligning themselves with just anyone, they kill their own. Know who you are, pick your clients because you're passionate about their product, and reap the benefits.

This document will forever change the longer I stay in this industry; however, these thoughts are the foundation I want to bring to the table. I'll either work hard to obtain these goals, or leave the industry altogether. Life is too short to do work you're not proud of.

Cheers,

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