

OBJECTIVE

To build and grow best-in-class original programming franchises and branded content experiences that delight audiences, spark social conversation and drive viewership engagement. I am a seasoned original content and branded entertainment executive like no other, an award-winning creative voice and a believer that real programming and genuine content are king.

EXPERIENCE



ATOMIC BOMB - FOUNDER / PRESIDENT OF CREATIVE | 2018 - Present

Lead and founder of creative branded nucleus agency that is a strategic launch pad at the center of an agency collective igniting creative ideas, packaging them up and then propelling them through execution.



ALL DEF MEDIA - HEAD OF INTEGRATED MARKETING | 2018 - 2019

Executive team lead of integrated marketing and branded entertainment for digital media hip hop company. Oversee all projects from ideation all the way through execution on branded campaigns and franchise partnerships.



AWESOMENESS - CREATIVE DIRECTOR | 2014 - 2018

Creative director for entertainment vertical. Overall duties begin at creative conception on all film, television and gaming clients, idea creation and development, creative assets building and then client pitch. Drove team over goal 4 years in a row.



MACHINIMA - HEAD OF BRANDED ENTERTAINMENT | 2012 - 2014

Marketing lead for all client-facing packages/ materials, as well as branded entertainment content and integration ideation and execution for the dominant entertainment network. Developed first of its kind branded entertainment methodology and formula for digital video to calculate ROI against YouTube CPM/CPV.



SUT - EXECUTIVE DIRECTOR - BRANDED ENTERTAINMENT 2009 - 2012

Lead creative for technology branded entertainment company. Duties included website creation and maintenance, proposal and business development, collateral materials, ideation and integration execution, decks, overall design and conceptualization.



THE MARKETING ARM - CONCEPT CREATIVE DIRECTOR | 2006 - 2009

Idea conceptualist and creative lead across all platforms and all clients for entertainment marketing agency. Duties include: writing content, program ideation, deck design, website maintenance and new business proposals.



FULL TILT POKER - PRODUCER | 2005 - 2006

Daily web maintenance, design, content management, newsletter and advertising. Concepted ideas and acted as talent manager for online/on-air poker company.



UBM CANON - PRODUCER | 2002 - 2005

Daily web maintenance, design, content management, newsletter, events production and advertising for large publishing & events company.



BUFFY THE VAMPIRE SLAYER- CONTENT DIRECTOR | 2001 - 2002

Sixth Season Content Director for official Buffy the Vampire Slayer website after transition from the WB. Duties included, writing all content, design, nomenclature, and all site maintenance.



ESPN / X-GAMES– SENIOR PRODUCER I 1999 - 2000

Helped create ESPN action sports division from conception. Duties included writing, marketing, public relations, design, flash and event management.



NBC - HEAD WRITER, PRODUCER, DIRECTOR I 1996 - 1999

Wrote, produced and directed online and on-air initiatives for The Tonight Show with Jay Leno, Saturday Night Live, Late Night with Conan O'Brien, The Profiler and The Pretender. Helped create NBC digital from conception. Duties included design, concepting, marketing, public relations, game design, script and skit writing.



LFP - EXECUTIVE EDITOR I 1994 - 1996

Wrote and edited for several LFP publications including; Film Threat, PC Laptop, Hard Drive, CD Rom Power, Sci-Fi Universe, Wild Cartoon Kingdom, Video Games, Ultimate Gamer and Tips & Tricks.

SKILLS

- **Design** - Fluent in all products in Adobe Suite, PowerPoint, Keynote
- **Video** - Premiere, Final Cut, After Effects, YouTube Certified
- **Microsoft Office**
- **Sound** - Protools, Ableton, Cubase
- **Writing** - Marketing and Copywriting, Business Development, Script Writing, Published Novelist, Editorial, Technical Writing
- **Technical skills** - ActionScript, HTML, HTML 5, Wireframing, Site Architecture, QA

EXPLOITS

ENTERTAINMENT AWARDS



- 1999 "Standard of Excellence" Web Marketing Award -Saturday Night Live
- 1999 Web Awards Silver Award Winner-Sponsorship -The Tonight Show
- 1999 Web Awards Gold Award Winner-Sponsorship – TNBC
- 1999 Web Awards Gold Award Winner-Sponsorship - Homicide
- 2006 Finalist on VH1's televised show The World Series of Pop Culture

AUTHOR / PUBLISHING



- Published novelist of Godless (2006) – Alphar Publishing.
- Published novelist of Knuckle Supper (2010/2013.2017) – Blood Bound Books.
- Published novelist of Knuckle Balled (2017) - Blood Bound Books
- Independent Publisher's Gold Medal (IPPY) – Best Horror Novel of 2011
- International Book Award - Best Horror Novel 2018
- New Apple Book Awards - Best Cover 2018 | Finalist 2018
- Independent Publisher's Silver Medal (IPPY) – Best Horror Novel of 2018
- Independent Press Award - Distinguished Favorite 2018
- National Indie Excellence Awards - 2018 Finalist
- Indie Book Awards - Finalist 2018
- 2MM Views of Audio Book on YouTube

EDUCATION



Graduated 1994
Rollins College
BA – English / Anthropology