



## RECOGNITION

ADDYs  
Amazon Kindle  
Austin Film Festival  
CES Expo Winner  
#1 iBooks Nonfiction Bestseller  
New York Times  
RACies Silver Winner

## ADVERTISING

Airtable  
AmEx  
Beats by Dre  
Belkin  
Chevron  
Intel  
Mercedes Benz  
Motion Picture Association  
OfficeMax  
Toyota  
Warner Bros  
Verizon

## BRANDING / UX

Angellist  
AT&T  
Chevron  
FITURE  
IHG  
TheLadders  
Time Warner Cable

## EDUCATION

### SCREENWRITING

UCLA Extension  
Los Angeles, CA

### COPYWRITING

Miami Ad School  
Miami, FL

### BA, MEDIA ARTS

University of SC  
Columbia, SC

## EXPERIENCE

### CREATIVE DIRECTOR AND COPYWRITER | FREELANCE

ATL | LA | NYC

2013-Now

- Developed brand storytelling, positioning, and messaging for global clients, ensuring alignment across digital, social, and product touchpoints.
- Crafted emotionally compelling narratives that deepened engagement, especially in lifestyle and family-focused campaigns.
- Partnered with marketing, product, and growth teams to develop high-impact creative strategies that increased brand awareness
- Led campaign ideation and tagline development, shaping brand voice across industries.
- Researched cultural trends and consumer behaviors to create content strategies.

### FREELANCE CREATIVE DIRECTOR | ELEPHANT SF

Atlanta, GA

2022-2024

- Led brand voice and rebranding for Chevron.com through cross-team collaboration.
- Developed strategic content themes aligned with consumer insights and enhanced brand storytelling.
- Worked with researchers to refine messaging for maximum audience impact.

### ACD COPYWRITER | INTEGER

Los Angeles, CA

2020-2022

- Spearheaded storytelling campaigns using AR and interactive media to enhance brand engagement.
- Led cross-functional teams in executing multi-partner digital campaigns.

### SENIOR COPYWRITER | VERIZON

Los Angeles, CA

2017-2020

- Developed storytelling-driven brand campaigns for Apple and Samsung within Verizon.
- Led AI-driven consumer engagement strategies, integrating automation into human-centered messaging.
- Managed multi-team efforts for corporate events, retail branding, and product launches.

### ACD/SENIOR CONTENT MANAGER | TWC

New York, NY

2012-2014

- Revamped and led brand voice creation for TWC.com during its full-scale refresh.
- Directed cross-functional collaborations to boost traffic through SEO-optimized storytelling.
- Developed content strategy and brand positioning across hundreds of pages, ensuring consistency and engagement.

### LEAD COPYWRITER | THELADDERS

New York, NY

2010-2011

- Developed UX flows and voice guidelines, elevating B2B brand messaging across all channels.
- Led social media strategies and SEO content to drive user engagement.

### SENIOR COPYWRITER | OGILVY NY

New York, NY

2008-2010

- Created award-winning, culturally relevant campaigns for Fortune 500 clients.
- Worked with global team to create multi-partner executions and award-winning campaigns for BP's Olympic Team.
- Developed email marketing campaigns for national big-box retailers