

## worked at:

### **VARIOUS / FREELANCE**

**Jan 2011 – Present**

**Brands:** T-Mobile, Microsoft, CliffsNotes, For Dummies, Frommer's, Olympic Paint  
**Projects:** Launched two new digital brands, Kliyo and TruYuu, from the ground up  
Created consumer engagement campaigns across multiple social channels  
**Shops:** Big Fuel, XenoOne, Bobira Design

### **RAPP**

**Feb 2008 – Jan 2011**

Mercedes-Benz, ESPN, VIAGRA, Travel Channel, Sins of My Father film, COTY Fragrances

- Created Travel Channel's *Kidnap!*, one of the top branded Facebook apps of all time
- Earned lead copywriter position for flagship accounts VIAGRA and Mercedes-Benz

### **GWP**

**Jul 2005 – Sep 2007**

Luna Sueño Tequila, Eight O'Clock Coffee; GlaxoSmithKline, PNC Bank

- Developed showcase concepts for several winning business pitches

### **New Jersey Tables Magazine**

**Jul 2005 – Jan 2006**

- Selected to pen a cover story after completing just one assignment

## won at:

### **Travel Channel: *Kidnap!***

Webby  
MIXX  
Caples  
AdAge Best of Digital  
OMMA  
Forrester  
SAMMY

### **sinsofmyfather.tv**

Favourite Website Awards

### **alli.com**

Webby

### **RAPP**

Rising Star  
Pitch Challenge

## learned at:

### **The University of Maryland, College Park**

**Class of 2005**

Philip Merrill College of Journalism, B.A. with English minor  
Dean's List, Primannum Honor Society, National Society of Collegiate Scholars