

# Hi there.

I live and work in the Bay Area and have a knack for turning relatively complicated concepts and topics into simple, human, and engaging ideas.

Creative Direction | Film Direction | Motion Direction | Campaign Development | Branding | Strategy | Video Production | Other stuff you're into

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## Experience

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Meta // 09.2019 - 06.2023

Creative Director, Film and Video; Communications

Managed concept development, strategy, and all levels of creative and production for film and video campaigns including brand storytelling, explainers, product releases, and tentpole events across Meta Brand, Innovations, Facebook, Instagram, and Messenger. In addition to leading teams of designers, writers, motion artists, and editors internally, also partnered with and oversaw work from external studios and agencies.

Freelance Creative Director // 05.2015 - 08.2019

Various Advertising and In-House Agencies

Cutwater, Financial Engines, New Business, Sparkle Paper Towels | Doremus, Capital One, Intel | Eko Health, Brand Strategist | Facebook, Messenger | Google, Cloud and Chrome OS Marketing | Grey, Fitbit, UCHealth | Intrepid SF, Topology Eyewear

Firewood Marketing // 04.2017 - 06.2017

Group Creative Director

Managed creative and campaign work for agency clients. AirBnB | LinkedIn

Google // 10.2016 - 03.2017

Creative Strategist, Contract

As part of the Google Brand Studio team, developed creative strategy and concept work for company brand initiatives.

"New Google Earth" Launch | Annual Year in Review | April Fools "Google Gnome" | Google Company Brand Guidelines

MRY // 05.2015 - 05.2016

Creative Director

Led creative teams and client management for the San Francisco and Seattle MRY agency offices. Oversaw creative work for agency clients.

Charles Schwab | Credit Karma | Del Monte | Google | T-Mobile

Swirl // 01.2012 - 05.2015

Associate Creative Director

Led brand campaign development for agency clients, and managed junior teams. California Grapes Commission | Clorox | eBay | Hidden Valley | Intel | The Marine Mammal Center | Microsoft | PayPal | Peet's Coffee and Tea | RedLaser | SoFi | Soy Vay | Western Athletic Clubs | Walmart

There's more if you're interested. Just ask.

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## Some extras

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Shorty Impact Awards, Finalist 2022  
Meta "Be You"

Academy of Art University, 2007 - 2009  
Masters/Undergraduate Instructor, Advertising Dept.

AAF Seattle, Silver Addy 2016  
T-Mobile "Binge On"

Talk To A Creative Director  
Volunteer Career Advice/Mentorship

## Day to day

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I dad, cook, hike, garden, game, gym, read, lego, and occasionally wine. All in no particular order, except for dadding. That always comes first.