

MY

## PROFILE

A resourceful creative leader with 20 years of award-winning branded content, digital, creative and product experience.

MY

## EXPERIENCE

### Director, Video Product

Lonely Planet

June 2016 - Current

Own all facets of digital video for Lonely Planet. This includes concept and direction of bespoke productions, directing the video editorial calendar, design and development of the video distribution platform, achieving target video streams, audience growth and liaising with key stakeholders across the greater business. Direct content and digital product teams to develop new video products and integrate across Lonely Planet's digital product suite. Responsible for ideation and execution of branded content deals with Ford Motor Company, Samsung, GoPro, Etihad Airlines, Turkish Airlines, 23andme, Three Mobile and more. Lonely Planet video has garnered over 50 million views across its brand channels and tripled branded content revenue in the first year.

- Own, balance and direct the content creation for all digital video.
- Direct the design and development of all digital video products including online video, 360 & VR and social channels.
- Own the video P&L and ensure profitability is met while holding maintaining strict editorial guidelines for quality.
- Source and maintain the core technologies to support video and video distribution, primarily core CMS technologies and any complimentary technology.
- Work with Client Solutions to develop and implement custom content, advertising products and packages.

### Head of Design, Client Solutions

Lonely Planet

September 2014 - June 2016

As Head of Design of Lonely Planet's client solutions studio, I led a multi-disciplinary creative team to create co-op global omni-channel campaigns for brands, tourism boards and various other industries. Partnering with our content team, we were responsible for the concept, pitch and execution for all branded content campaigns.

We conceptualized and won seven-figure global partnership campaigns for Ford and Turkish Airlines. Created custom guides with print runs of over 10,000,000 copies and in 10 different languages. Produced Lonely Planet's Best in Travel video series for 2016, garnering over half a million views, a 10x increase in year-over-year viewership.

My team worked with every arm of Lonely Planet, from product to marketing, to create cohesive and engaging experiences that both reflect Lonely Planet's brand voice and the client's marketing goals.

### Principal

Holdfast Creative

January 2012 - August 2014

Head of design studio specializing in creative direction, corporate identity, photoshoot production, packaging design, music packaging, lookbook, catalog design, and production. Clients include Sony Music, Universal Music, Island Records, DefJam, RCA Records, Capitol Records, Geffen Records, SRCVinyL, Boot Barn, Gehry Technologies.

### Creative Manager

Teva & Simple Footwear - Deckers Brands

November 2006 - January 2012

Managed team of designers, copywriters and external contractors to implement a new vision for the Teva and Simple footwear brands. Managed the creative department budget. Planned and directed international photo and video shoots, managing photographers, video production crew, models and support staff. Coordinated with countries and tourism bureaus around the world for locations and partnerships.

As the leader of the creative team responsible for the look and feel of the Teva and Simple footwear brands, we championed the effort to redefine and revitalize the voice and vision of each brand. Oversaw conception, design, and execution of top-to-bottom rebranding campaigns including consumer ad campaigns, brand videos, commercials, consumer catalogs, sales catalogs, packaging, point-of-purchase fixture design, trade show, event and website design. As a result, the average consumer age shifted from 48 to 38 and brand sales grew 60% from \$75 Million in 2009 to \$120 Million in 2011.

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EXPERIENCE (CONT.)

**Head of Creative & Marketing**

Lobster Records

January 2002 - November 2006

Head of creative & marketing for a Santa Barbara-based indie rock music label. Acted as a mediator and team leader responsible for managing a team of interns, hiring and managing freelance photographers, video directors, and other artists. Directed packaging and advertising design, developed grassroots online and word-of-mouth marketing campaigns for bands.

**Graphic Designer**

Lobster Records

January 1999- December 2001

Designed and produced all print collateral, promotional materials including CD and LP cover art, print ads, band merchandise, posters, one-sheets, logotype design, websites, stationery and other materials. Successfully managed and completed simultaneous projects with precise deadlines in order to hit project street dates. Produced and edited several video pieces for enhanced CD and DVD releases.

**Multimedia Producer**

Epitaph Records

November 1997- August 1999

Produced and edited videos of live concerts, studio footage and electronic press kits for artists tours. Created enhanced CD content for retail releases.

**Assistant Designer**

Digital Media International

August 1997- July 1998

Handled level design, QA testing, 2D facial animation, and texture design for branded children's video games, including Walt Disney World Animation Studio, the Land Before Time educational software series and Lego Mindstorm Mars Rover Project for Windows and MacOS.

**Editor / Founder**

Orbital Entertainment Magazine

June 1994- September 1996

Creator and Editor of one of the first online publications to feature the video gaming community. Managed team of five writer-editors to produce daily news stories about the video game industry. At its peak, the site received over 10,000 unique visitors a day and won Ultra Gameplayers Magazine's 1996 Website of the Year award.

MY

EDUCATION

UCSB EXTENSION

Project Management, film editing, motion graphics, film studies

SBCC

Multimedia Arts & Technologies, General Education

MY

AWARDS & RECOGNITION

DIGIDAY AWARDS

2017 & 2018

Nominated

Best Partnership of the year w/ Samsung

Best Partnership of the year w/ GoPro

BRITISH MEDIA AWARDS

2017

Nominated

Best content studio of the year

H SMAI ADRIAN AWARDS

2016

Winner - Gold

Best in Travel 2016 campaign

COMMUNICATION ARTS

July / August 2011

Art Direction

Simple Shoes Fall 2011 Lookbook