

EXPERIENCE

Goodby, Silverstein & Partners – San Francisco, CA Brand Strategist June 2010 – Present

How I Make Money

- Develop creative briefs based on client goals, creative opportunities and unmet user needs
- Create short films to illustrate use cases and relevant personas
- Develop social media strategy to cultivate conversation and sharing

How I Make a Difference

- Frame problems from a user center perspective
- Propose solutions that embrace digital applications and platforms

Rain Agency – Portland, OR Creative Director & Producer September 2006 – October 2009

How I Made Money

- Led creative, strategy and production in small, full service multimedia shop
- Managed creative team on integrated advertising and marketing campaigns
- Wrote copy for television, radio, web, direct marketing and catalogs
- Developed and delivered creative, strategic and new business presentations
- Clients include: Intuit and QuickBooks, HSBC, HOTLIPS Pizza, ShedRain,

How I Made a Difference

- Worked to redefine agency's offerings and key differentiators for clients
- Provided consistent strong communication as a leader within agency
- Cultivated a culture of fun and laughter
- Made the best coffee in the office

Real Earl Productions – Portland, OR Independent Video Producer May 2004 – Present

How I Made Money

- Produce, direct, shoot, edit video and author DVDs for self-owned media production company
- Projects include documentary, concert film, instructional video and short films
- Plan and execute events
- Secure distribution
- Manage <http://swiftsmovie.com>
- Gear and software used include: SONY HVR-Z1U and Canon GL2 cameras, Final Cut Pro, Avid, DVD Studio Pro & Adobe CS4

How I Made a Difference

- Helped to satisfy unending need for personal creative outlet
- Told stories that connected me with several communities around the world
- Produced work that educated, entertained and increased civic pride especially within Portland
- Touched all aspects of production and distribution processes

How I Made Money

- Interactive content producer for Denver NBC affiliate site 9NEWS.com, which receives over 20 million monthly page views
- Coordinated interactive production of news stories and features with news staff
- Collaborated on daily planning of news coverage
- Wrote and researched online news stories
- Photographer (video) and production assistant for live televised productions

How I Made a Difference

- Driving force in transforming web site from afterthought to juggernaut
- Convinced grizzled veteran journalists the web was a vital storytelling device
- Became a leader and authority on interactive in the newsroom

AWARDS

- 2006 Regional Emmy Award Winner for Best Broadcast Site Web Component
- Colorado Broadcasters Associated Press Best Web Site 2005
- Mr. Hustle Award Winner UMass Baseball Camp Summer 1992

EDUCATION

- Boulder Digital Works June 2010
- University of Colorado at Boulder - MA in Broadcast Journalism May 2004
- University of Mass. at Amherst - BA in Communication with Spanish minor May 2000

I AM

- A storyteller, a digital optimist, a curious global traveler, a snowboarder, a coffee fanatic, into live music, a prankster, a Red Sox, Patriots and Trail Blazers fan, into film, theater, hiking and my yellow lab Bowie