

OVERVIEW

Concept-driven Creative Director and copywriter with 20+ years creating national and global work for major brands. An idea-first, hands-on creative who takes concepts through execution, making them work across whatever form they need to take. Equally comfortable originating and writing, leading a team, or shaping someone else's idea into something better.

EXPERIENCE

Creative Director | Grey Midwest, Cincinnati (Remote in Atlanta) June 2025 to April 2026

- Led national broadcast creative for Febreze, originating and writing TV concepts while directing and shaping the work of other creatives from first idea through production.
- Ran day-to-day creative for Swisher Sweets and its sub-brands, directing and shaping social, digital and CRM work, contributing original concepts and copy, and presenting to clients. Work extended into product naming and new packaging design. Created and wrote the forthcoming 2026 brand video.

Associate Creative Director Copywriter | EP&Co, Greenville, SC (Remote) Oct 2023 to Aug 2024

- Owned the writing for Michelin's EV Virtual Road Trip as the project's sole writer. Created the entire verbal experience for an immersive experiential event combining Michelin EV Ready tires with Michelin Guide fine dining on a four-city virtual journey. Wrote everything from the run of show and road-trip film to host, C-suite and chef scripts, event displays, digital kiosks and promotional social content. Event engagement and follower reach exceeded projections.

Associate Creative Director Copywriter | Burrell Communications, Chicago (Remote) March 2020 to Oct 2023

- Wrote three national TV spots for the Black-audience extension of McDonald's Grimace's Birthday campaign, bringing a culturally specific voice and insights to one of the brand's biggest cultural moments ever.
- Created "Golden Mentors" for McDonald's Black & Positively Golden, a 360° content series connecting Black industry leaders with the next generation of changemakers to share knowledge and experience. Took the idea from concept through execution, developing the format and talent lineup, writing the TV, social episodes, radio, and interview prompts.
- "The Perfect3." A 360° campaign introducing McDonald's Crispy Chicken Sandwich to Black consumers across TV, social, radio and OOH. Also created national Black-audience TV and original social for its relaunch as the McCrispy.
- Built an extensive body of original national brand and retail work for McDonald's across TV, radio, social, digital and OOH, with more than 35 produced TV and radio spots represented in my portfolio alone. My concepts also won two new accounts for Burrell: California Department of Public Health and Now and Later candy.

ACD Copywriter | Uniworld Group, New York (Remote)

- Created and wrote two 360° campaigns introducing the all-new Ford Explorer and Ford Escape. The Kevin Hart-led "Crazy Kevin" Explorer campaign spanned TV, social, radio, print, digital and an interactive vehicle experience, increasing market share from less than 1% to 13.5%. Both campaigns won ANA Multicultural Excellence Grand Prizes in consecutive years.
- Co-created "Fighting With A Purpose," a national U.S. Marine Corps campaign designed to recruit a more diverse officer corps. Minority officer accessions rose from 19.5% in 2012 to 33.3% in 2016.

ACD Copywriter | Freelance, Atlanta • New York • Chicago

- Freelanced extensively for major agencies in Atlanta, New York and Chicago, creating national work for McDonald's, Coca-Cola, Toyota, BMW, U.S. Marine Corps and others across broadcast, social, digital, OOH and print. Work included national launches for the BMW 4 Series and BMW Diesel, plus award-winning creative for Coca-Cola and Publix.

Senior Copywriter | Grey, Atlanta

- Created and wrote "Looking for a Hero?" the largest ad campaign in Sony Ericsson WTA Tour history. Featuring Serena and Venus Williams, Maria Sharapova and other top-ranked players. It launched in 75 countries and 22 languages.