

**ASSOC. CREATIVE DIRECTOR**

MEREDITH INTEGRATED  
MARKETING  
LOS ANGELES, CA

**2006–NOW** Ping-ponged back to L.A. by my former Grey Direct boss, to help turn Meredith's custom publishing arm into a full-service DR/CRM agency. ☎ Transformed **Hyundai's** hidebound owner magazine into a state-of-the-art e-mail stream. ☎ Helped build **Suzuki's** new CRM program from scratch—and helped launch their new SX4 sedan with an adults-only comic book.

**VICE PRESIDENT / ACD**

GSW WORLDWIDE  
NEW YORK, NY

**2004–2006** Recruited home to New York to lead the resuscitation of GSW's \$18 million **Champion Mortgage** direct mail account. ☎ Nearly doubled **Champion's** control response rate, by making the impossible loans that have triggered today's credit crisis seem more real.

**GROUP CREATIVE DIRECTOR**

GREY DIRECT WEST  
LOS ANGELES, CA

**2003–2004** Powered **Washington Mutual's** direct response creative team for over a year—after throwing the successful pitch that made Grey Direct the bank's DR agency of record.

**2001–2003** Supervised all creative development—and wrote virtually all copy—for **Bank of America** Online Banking acquisition and retention direct marketing. With over 25 million pieces mailed per year, we increased online Bill Pay enrollments by more than 300% vs. control.

**COPY SUPERVISOR**

GREY DIRECT WEST  
LOS ANGELES, CA

**1997–2001** Wrote more than a million words for **Microsoft**, **Wells Fargo**, the *L.A. Times* and three **Auto Clubs**. ☎ For **Bally's** and **Paris Las Vegas**, I created Harvey and Jean-Claude—two imaginary friends who lived on the thirteenth floor of each hotel, tempting five tiers of players to gamble their life savings away.

**SENIOR COPYWRITER**

PRICE WEBER MARKETING  
COMMUNICATIONS  
LOUISVILLE, KY

**1993–1997** Brought big-city style to the Bluegrass, while building a ground-up direct marketing business at this broadly focused sales promotion/general advertising agency. ☎ For my efforts, *Direct Mail* magazine called me a “bad person” who dreamed up one of the “most cunningly designed things [they'd] seen in a long time.”

**FREELANCE COPYWRITER**

NEW YORK, NY  
1991 – 1993

Saatchi & Saatchi Direct • J. Walter Thompson Direct

**RETAIL STAFF COPYWRITER**

NEW YORK, NY  
1983 – 1991

Macy's • Bloomingdale's • Bonwit Teller