

Senior Creative Director

Inspires multidisciplinary teams to push the envelope and create engaging experiences for leading brands

Passionate creative executive with expertise in strategic planning, innovative campaign development, and process optimization. Demonstrated ability to translate complex business opportunities into groundbreaking, omni-channel initiatives. Proven aptitude for Agile and Waterfall project management. 20 years of progressive experience in all facets of creative development. Leverages a servant leadership approach that motivates and empowers talented teams.

Areas of Expertise

- UI | UX
- Prototyping & Modeling
- Stakeholder Management
- Brand Development
- Broadcast & Commercial Production
- Coaching & Mentoring
- Financial & Budget Oversight
- Thought Leadership
- Social Media Management

Achievements

- Achieved +670% lift in path completions for new users, and +18% increase in lifetime value, with improvements to critical first 30 days of customer journey at Publishers Clearing House (PCH).
- Owned prototyping and design of numerous iOS/Android apps for PCH - exceeded app revenue plans 50% in 2022, +100% vs. 2020.
- Launched seven ecommerce sites at Accoona Corp. that generated \$50M revenue growth in one year - named Top 10 Consumer Direct Electronics Retailer, 2007.
- Improved page views per month +570%, unique visitors +125%, and ad revenue +125% at Gruner & Jahr.
- Created digital-first social campaign with country music legend Brad Paisley that delivered 100K opt-ins and historical acquisition numbers for PCH.

Professional Experience

Senior Creative Director, September 2009 - Present

Publishers Clearing House, Jericho, NY

Orchestrate multi-disciplinary team of 35 creatives & IT subject matter experts (SMEs) in execution of all UI, UX, and creative development across PCH websites, ecommerce, and iOS/Android applications. Generate innovative concepts and engage executives to win buy-in for new projects. Own digital strategy implementation, visual design patterns, and style guides. Create omni-channel campaigns that engage new audiences. Align products with brand identity encompassing both entertainment and information. Leverage network to forge partnerships with celebrities and events. Coach and mentor managers to provide pathways towards career development and increase morale. Manage \$MM creative budgets.

- Spearheaded prototyping and design for Wordmania, Quizmania, Slots, Lotto, and white-label apps - generated nearly \$6M in Q1 2022 - \$23M+ annualized run rate, >\$4M over plan.
- Directed first design evolution of PCH subscription and auto-ship ecommerce business, targeting \$10-15M margin annual run rate in next three years.
- Delivered new saga map approach for PCH app iOS that increased user retention 50% and generated 15% higher average revenue per daily active users - exceeded plan 35% in March with \$1.2M revenue to close Q1 2022.
- Created new PCH app poised to deliver \$5M in first year.
- Partnered with NASCAR driver Kyle Busch to reach PCH's new core customer and won +54% opt-ins.
- Conceptualized and led design for new co-branded sweepstakes that doubled sweepstakes revenue from 2019-2020; on track to double again in 2022.
- Prototyped and launched new incentivized vertical driven survey lead generation, ROKT streaming media, influencer rewards, and PCH/Lucid survey programs to enhance lead quality and quantity.

Previous Experience

Senior Creative Director, Accoona Corp. (Startup), Jersey City, NJ

Art Director, Gruner & Jahr, USA Publishing, New York, NY

Ecommerce Media Consultant / Interactive Designer, Novartis, MasterCard, Target, Procter & Gamble, New York, NY

Education

Master of Arts, Computer Design and Interactive Multimedia

Pratt Institute, Brooklyn, NY

Bachelor of Arts, Computer Graphic Design

University of New Haven, West Haven, CT

Credentials

Advanced DMA Marketing Metrics, Advanced Social Media Strategy DMA Training and Certification, Building Business Skills For Women (AMA), Cross-Device Training Approaches (ANA), DMA Certified Marketing Professional (DCMP), Database Marketing (DMA), Direct Mail Campaigns (DMA), Direct Marketing (DMA), Email Marketing (DMA), Fundamental Copywriting and Creative Strategies (DMA), Marketing Analytics (DMA), Marketing Metrics (DMA), Mobile Marketing (DMA), Offers and Propositions (DMA), Relationship Marketing (DMA), and Web and Search Engine Marketing (DMA)

Awards

12 Publishers Clearing House CEO Recognition Awards