



Publicis LifeBrands Medicus
Account Director

New York, New York
2015 - Present

- Agency lead for AbbVie's Duopa consumer team and Synthroid consumer and HCP teams - a combined annual \$4 million budget for 2015.
- Hired specifically to help grow the consumer (DTC/DTP) discipline, sharing best practices and advising on other consumer accounts at the agency.
- Drive strategy, attend market research, and lead a variety of integrated projects of a consumer launch and a mature lifecycle brand.
- Work regularly with MRL teams to ensure compliance.
- Successfully led and presented 2016 tactical planning for two brands, growing annual budgets by 30%.

AbelsonTaylor
Account Supervisor

Chicago, Illinois
2014 - 2015

- Key client contact for Amgen's ENBREL dermatology and rheumatology health care professional teams, managing a team of four and a combined annual \$5 million budget for 2014.
- Served as lead for cross-functional teams producing integrated projects for ENBREL, including iPad applications for Amgen sales force, ENBREL.com's dermatology health care professionals content, OLA and print ads, Amgen dermatology franchise campaign, and launch of new autoinjector.
- Drove strategy, positioning, and stimulus for and conduct market research and message testing across the US.
- Worked regularly with Med/Reg (MAC) team to ensure compliance.

SapientNitro
Account Supervisor

Chicago, Illinois
2013 - 2014

- Key client contact for digital track for Abbott, managing an \$8 million annual budget.
- Oversaw Abbott's global digital portfolio with SapientNitro, which included: Multi-year rollout of 45 corporate websites (responsive design, platform/tech stack migration), global brand campaign web experience, mobile sites, and Abbott intranet projects.
- Interfaced daily with cross-functional teams across technical, design, analytics, and content strategy tracks of work.
- Traveled globally with Abbott for production shoots and to facilitate digital onboarding and governance workshops.
- Developed framework for and coordinated global brand campaign efforts between SapientNitro offices in international markets to ensure consistency and overall alignment.
- Worked with Med/Reg to review and ensure compliance of all necessary digital content globally.

Bradley & Montgomery Advertising
Account Manager

Indianapolis, Indiana
2012 - 2013

- Served as account lead for campaigns and digital marketing projects on six lines of Microsoft business including OneDrive (formerly SkyDrive,) Outlook.com, Windows, Exchange, Openness, and Research.
- Led account team for successful OneDrive US integrated campaign launch - total media spend of \$10 million.
- Identified, fostered, and secured organic new business opportunities within lines of business - grew quarterly billings by 500%.
- Interfaced daily with creative, media, and technical teams to conceive and execute marketing projects, which included digital campaigns, event planning, video production, websites, and collateral.
- Traveled regularly (avg. two weeks a month) to facilitate client meetings, plan and manage events, manage production shoots, and secure new business.

Bohlsen Group
Senior Account Manager

Indianapolis, Indiana
2010 - 2012

- Led non-profit, corporate, and retail clients, dictating high-level strategy and scopes of work, as well as managing daily workflow for Bohlsen Group clients.
- Mentored team of 12 account executives and publicists on strategy and client relations best-practices.
- Conceived, developed, and executed PR and integrated marketing campaigns with deliverables such as publicity plans, marketing plans, social media plans, brochures, websites, advertisements, media buys, press releases, media advisories, and opinionated editorials.
- Developed and managed internship program - which grew from two interns per season to six.
- Directed Bohlsen Group digital presence. Conceived and maintained website, created content and promotions for social media, and developed metrics and reporting systems.

Interactive Intelligence, Inc.
Marketing Specialist

Indianapolis, Indiana
2009 - 2010

- Managed brand promotions including official rules, materials, promotion vehicles, registrations, judges, prizes, and results.
- Took strategic lead and assisted in graphic design of various deliverables including corporate collateral, advertorials, case studies, insight materials, e-newsletters, and websites.
- Led strategy and assisted on various copywriting projects including, corporate collateral, website content, e-newsletter content, and trade show demo scripts.
- Selected member of the six-person conference team, which planned three annual conferences.

NuOrbit Media, Inc.
Account Manager

Indianapolis, Indiana
2008 - 2009

- Created strategy and creative briefs, project proposals and client presentations for clients such as Cap'n Crunch, Rice-a-Roni, Pasta Roni, and Shure Electronics.
- Managed multiple simultaneous projects via collaboration with agency departments.
- Maintained ongoing communications with client and internal teams throughout full lifecycles of projects to ensure delivery on time, on budget and on strategy.
- Developed strategy, content and provided copy for web, marketing collateral and various public relations materials.
- Drove the positioning and strategy of NuOrbit Media services and solutions.

AWARDS

Microsoft OneDrive (formerly SkyDrive) - Account campaign lead, lead producer

"Group Scheduling" - 2014 Indianapolis ADDY, Gold | "Issues" - 2014 Indianapolis ADDY, Silver

IAAAA (SMP) - Public relations strategy, copy writing, media relations

2011 Pinnacle Award, External Communication

Cap'n Crunch Cereal Website - Strategy, UX, copywriting, and project management

2010 Communicator Awards Award of Distinction | 2009 WebAward for Outstanding Achievement in Website Development
2009 W3 Silver Award for Food & Beverage Website

Eiteljorg Fellowship Website - Concept, strategy, UX, and project management

2010 Communicator Awards Award of Excellence | 2010 IAC Best Art Website Award | 2009 W3 Silver Award for Art Website
2009 W3 Silver Award for Best Visual Appeal | 2009 Silver Davey Award for Website Design

EDUCATION

Western Kentucky University
Bowling Green, Kentucky

Major: Advertising / Public Relations
Minor: Theatre

COMPUTER SKILLS

Application software: Microsoft Word, Excel, PowerPoint, Adobe Creative Suite (InDesign, PhotoShop, Illustrator)

Agency creative and production software: Oracle, Stellant, Taleo, Workamajig, Clients and Profits, Function Fox, Vocus, WebVantage

ACTIVITIES AND INTERESTS

- Directed and performed in more than 50 theatrical productions throughout the Midwest.
- Freelance voiceover work - singing and character voices.
- Proud papa of raven-haired lady pug, Barbara.