



GSW Advertising
VP, Account Director

New York, New York
2016 - Present

- HCP lead for Amgen's Repatha traditional and MCM scopes of work, combined budget of \$5.5 million annually
- Responsible for 35% organic growth year over year
- Manage an account team of five
- Lead and direct new business pitches, have successfully secured new business in excess of \$2 million annually
- Member of senior leadership team

Publicis LifeBrands Medicus
Account Director

New York, New York
2015 - 2016

- Agency lead for AbbVie's Duopa DTC team and Synthroid's integrated DTC/HCP team - a combined annual \$5 million annual budget
- Hired specifically to help grow the consumer/DTC discipline, sharing best-practices and advising on other consumer accounts at the agency
- Drove strategy, attended market research, and led a variety of integrated projects of a consumer launch and a mature lifecycle brand
- Worked regularly with MRL teams, often leading meetings to ensure compliance and best-quality promotional work
- Led and presented 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 HCP teams, managing a team of four and a combined annual \$5 million budget
- Served as lead for cross-functional teams producing integrated projects for ENBREL, including iCVA redesign, 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, 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
- 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 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%
- 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.
- 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) - "Group Scheduling" - 2014 Indianapolis ADDY, Gold | "Issues" - 2014 Indianapolis ADDY, Silver

IAAAA (SMP) - 2011 Pinnacle Award, External Communication

Cap'n Crunch Cereal Website - 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 - 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