

For 20 years, I have been creating award winning interactive experiences that span the entire digital landscape for Fashion & Entertainment Brands. I find passionate consumers, create meaningful connections and ultimately turn users into brand loyalists. I lead successful teams, cultivating an environment of ideation, iteration, questioning, and collaboration. **Most recently, I have:**

- ★ Lead E-Commerce, UX, Design and Product teams to win a multitude of awards from the Webby's, How Interactive, IMA, OMMA, Cannes Lion and most recently two Clio's; One for a live stream marketing initiative with Legacy Recordings and one for a music story telling product for mobile and tablet, launched with Bob Dylan.
- ★ Overseen the creation of countless Direct To Consumer E-commerce properties for Fashion, Music and Entertainment. This includes the UX and Design of a proprietary E-commerce platform, developing it as a product that can be launched quickly, yet work across multiple industries. Brands on the that platform included Sony Music Artists, AMC's Breaking Bad and Walking Dead, Disney, FIFA, WME and Universal.
- ★ Shown a demonstrated ability to drive conversions and increase sales through iterative UI implementation, Digital Marketing initiatives, data analysis, testing and most importantly creating easy to use digital experiences regardless of the consumer touch point.
- ★ Continually strategized and executed plans that create brand awareness and connect consumers digitally to the products they already love or have yet to discover their love for.
- ★ Owned both the strategic roadmap and the corresponding budget.
- ★ Consulted on a variety of projects while launching a luxury clothing line. Current projects include; A fashion start-up selling influencer inspired capsule collections, while simultaneously building a community of creators blurring the lines of celebrity, retailer and consumer; A SAAS app product that enables Franchises to create digital marketing opportunities to share with their network of Franchisees to ensure they spend their required budget.

CORE COMPETENCIES

E-COMMERCE LEADERSHIP

DIGITAL STRATEGY

BUILDING TEAMS

TALENT DEVELOPMENT

CREATIVE DIRECTION

UX / UI

CUSTOMER ACQUISITION

CONSUMER ACTIVATION

DATA ANALYSIS

DIGITAL PRODUCTS

3PL & 3RD PARTY INTEGRATION

CONTENT IDEATION

DIGITAL MARKETING

VP OF E-COMMERCE & DIGITAL EXPERIENCE

IconMod | iconmod.com | August 2014 - October 2017

IconMod is a vertical company that conceptualizes, designs, merchandises, produces, markets and sells celebrity-branded clothing directly to the consumer. At IconMod I:

- ★ Oversaw the digital brand strategy for all IconMod e-commerce and marketing properties, developing a seamless digital omni-channel experience designed to engage and acquire consumers.
- ★ Managed all 3rd party vendor and technological integrations.
- ★ Conceived and lead all creative execution; site and app design, photoshoots, videos, and marketing assets.
- ★ Analyzed data from all of our digital platforms and adjusted our approach based on key insights.
- ★ Develop long-term roadmap for technological, user experience, design, and integration upgrades informed by analytics and user testing.
- ★ Built multiple customer databases from zero to over six figures in less than six months, with an acquisition cost at less than half of the industry standard.
- ★ Focused on mobile sales, converting 80% of consumers on mobile, far higher than industry standards employing a mobile first company mindset.

SENIOR CREATIVE DIRECTOR, UX & E-COMMERCE

Relentless Generator | April 2012 - August 2014

Relentless Generator focused on powering brand-to-fan digital experiences as well as direct to consumer e-commerce and web product solutions for the Entertainment Industry. Having powered over 800 of the biggest names in music, tv, film, sports and gaming, Generator found the fans and delivered them the content and products they love. While at Generator, I:

- ★ Lead our Design & UX team to create award winning Design, UX, App, Product and E-Commerce projects from concept to execution.
- ★ Participated in developing multiple SAAS product solutions, most notably a proprietary e-commerce platform which was the first to sell digital and physical product direct to the consumer in one cart.
- ★ Established ongoing client relationships and generated new business by developing brand activation and digital product ideas.
- ★ Collaborated with the VP of E-Commerce to develop exclusive DTC products for all of our e-commerce properties, grossing millions of dollars.
- ★ Found innovative ways to reach fans, activate them and brought them engaging content they were passionate about.

CREATIVE DIRECTOR, DIGITAL

Sony Music Entertainment | sonymusic.com | October 1998 - April 2012

I oversaw the daily workflow inspiring the team to create award winning Sony Music Recording Artists' sites. I developed strong collaborative working relationships with our label clients, conceptualizing the initial vision and direction of our sites. As more of a need for Digital Marketing expertise emerged, I oversaw the asset ideation and creation across all social and CRM channels. As our team grew from 12 to over 80 people, I took more of a cross functional leadership role, helping to develop marketing and digital product ideas.

CREATIVE DIRECTOR, DIGITAL

Arcade Creative Group | arcadecg.com | May 2007 - March 2009

I led the start of a new Digital vertical for Sony Music's first in house Digital Agency. I was the Creative Director for both Arcade and Sony Music at the same time. During the two years of developing Arcade Creative Group, we re-launched Fanta in the US with a website and a nationwide contest to find the 4th Fantana. The re-launch was a success and led to a continued working relationship with the parent brand, Coke. I also pitched and won work from Louis Vuitton and AMEX. After 2 years, I chose to solely concentrate on helping to build Sony's proprietary e-commerce platform.