

Creative leader with experience in building teams, brands and award-winning B2B and B2C integrated campaigns and packaging. Comfortable in both agency and in-house creative environments. Strong collaborator with cross-functional product, brand and omni-channel marketing teams from concept through execution.

EXPERIENCE

Creative Director | **ThinkClean**, Westborough, MA | *Feb 2025 - Aug 2025*

- Led an in-house creative team of CPG packaging and 3D / CGI designers for an automotive and home cleaning accessories company.
- Oversaw design, production and prepress for global packaging of products for major retailers: Walmart, Home Depot, Target, Costco, BJ's.
- Redesigned corporate website to shift focus to a B2B lead generation sales tool.
- Managed creative team's daily project traffic through Monday.com project management platform.
- Developed systems for creative project workflow and packaging pre-press process.

Assistant Director Digital Marketing | **Lasell University**, Newton, MA | *Feb 2024 - Feb 2025*

- Plan, develop, and implement integrated, multi-channel marketing campaigns for Lasell's graduate school — through web, digital, advertising, social media, video, and print collateral initiatives.
- Design and copywriting for print and digital marketing asset development, management and refinement of digital, social, and print advertising campaigns across all channels.
- Monitor and evaluate performance metrics of campaigns and provide avenues for incremental improvement in response and conversion rates.
- Helped increase qualified lead volume by 9% and boosted web traffic by 21.2% through integrated campaigns advanced SEO and targeted messaging strategies.

Creative Consultant | **Lowell, MA** | *Apr 2023 - Feb 2024*

- Design and produce brand identity systems, social content, website, print and digital assets for B2B tech and B2C clients.
- Drive integrated product and brand campaigns in alignment with client-side marketing and product teams to optimize and deliver results.
- Redesigned entire digital presence from brand identity to new corporate website for AI tech startup.

Creative Director — Private Label | **Staples (JPG)**, Framingham, MA | *Oct 2018 - Apr 2023*

- Spearheaded creative strategy for integrated product and awareness campaigns that aligned with newly established Staples Private Brands — a \$2.1B business.
- Led creative development and production of design, layout, imagery, and copywriting of over a dozen integrated campaigns through print, digital, video, social, collateral, website, radio, etc.
- Owned campaign "sell-through" to internal business stakeholders, ensuring concepts delivered consistent, targeted messaging and brand experiences across an array of marketing channels.
- Developed, evolved and updated brand guides for all five Staples Private Brands and produced campaign guides to align with corporate brand strategy.

- Oversaw 2-year implementation of award-winning packaging design and graphics for 1,200+ products for all Staples Private Brands.
- Directed and coordinated internal and external packaging design teams through production to ensure brand strategy, content and messaging were on target and projects were delivered on time.
- Led the planning, design, and creation of packaging artwork through a system of packaging briefs
- Guided product, brand and multi-channel sales teams from concept to prepress on all Staples Private Brand packaging.

Creative Director | **Cayan**, Boston, MA | *Feb 2011 - Jun 2017*

- Developed creative strategy and concepts for FinTech company through integrated digital and traditional marketing campaigns and collateral which contributed to growth from \$100M ARR to over \$300M.
- Oversaw a major re-branding initiative that positioned Cayan in advance of a \$1.05B sale in 2017.
- Drove omni-channel product and service campaigns through digital, direct mail and print media that generated over 10,000 monthly leads with a 30% conversion rate to internal sales team.
- Built and led a full-service, cross-functional creative team of designers, writers and developers as a director, manager and mentor in all areas of creative integrated marketing.

Creative Director | **Freelance** | *Mar 2006 - Jun 2010*

- Developed concepts, design, copy and overall creative direction and execution for various design projects.
- Owned project management, budget and timeline for multiple ongoing integrated campaigns.
- Developed logo / brand identity systems and guidelines for startup high tech and B2B clients.
- Managed several high volume direct mail projects from concept to final press proof.

EXPERTISE

Concept Development & Presentation	Creative Team Building / Management	Adobe Creative Suite
Integrated Marketing Campaigns	Creative Department Planning & Budgeting	Graphic Design & Copywriting
Brand Identity Design Systems	Creative Resource Management	Photography & Video Art Direction
Digital and Print Management	Social Content & Creative Development	AI-powered Creative tools

EDUCATION

St. Michael's College, Colchester, VT
B.A. Economics