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WORK EXPERIENCE

VMLY&R | ROCKFISH DIGITAL: AUGUST 2010 – PRESENT

GROUP CREATIVE DIRECTOR | SENIOR LEADERSHIP TEAM MEMBER | COMMERCE TEAM CREATIVE LEAD

As Group Creative Director, and most senior member of the creative department, I am responsible for determining the Dallas creative department needs and structure, ensuring the department is meeting its predetermined goals regarding creative quality and profitability, and developing and mentoring staff for professional growth.

As 1/3 of the Frisco office Senior Leadership Team I focus on facilitating office personell career growth and team culture.

My role as the Commerce team creative lead involves overseeing the creative quality of all commerce related projects at VMLY&R, and expanding our innovation capabilities by creating new ways to connect brands and their consumers outside of traditional retail and online mediums.

MATCH.COM: JANUARY 2009 – AUGUST 2010

CREATIVE DIRECTOR, NORTH AMERICA

Responsible for leading a team of 7 employees for a phased redesign of #1 rated online dating site - match.com. Work included leading the redesign of all consumer touch points - existing products, online media, CRM campaigns and micro-sites (Careers, Happen magazine etc).

MEPLUSYOU (IMC2): MAY 2004 – JANUARY 2009

CREATIVE DIRECTOR

Responsible for leading and directing the creative excellence of all work done by the team across four accounts averaging approximately \$5 million in annual revenue. Additional responsibilities included management and professional development of all team members.

EURO RSCG DALLAS: MARCH 2002 – MAY 2004

FREELANCE DESIGNER: MAY 2001 – MARCH 2002

VIANT INTERACTIVE: NOVEMBER 1999 – MAY 2001

HONORS AND AWARDS

29 TOTAL AWARDS INCLUDING:

WHO'S WHO IN SHOPPER MARKETING AGENCIES

Shopper Marketing Magazine - Path to Purchase Institute

EFFIE AWARDS - BRONZE MEDAL, MAXFACTOR

Beauty Products and Services - Contributing Agency (lead digital efforts in conjunction with branding agency: Grey NY)

4 ADDYS | 4 W3 AWARDS | 3 IAC AWARDS

REFERENCES

ERICH LOPEZ

Director User Experience
Frito Lay
254.931.3931

MEGHAN DRYZGA

Strategic Marketing Manager
Innovative Water Care
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