

hello

I am seeking an opportunity to deploy my skills as a highly experienced and successful global brand problem-solver. Over the span of my career I have played a pivotal role in transforming some of the world's most iconic brands.

experience

Global Creative Director, Dove Ogilvy London 2014-2016
Responsible for all global advertising for the entire Dove beauty brand. Particular emphasis on work for India, China, SEA and LATAM. Worked closely with Dove digital, social, experiential and PR partners. Was very instrumental in helping build and implement the One Unilever agency within the London office.

Global Hothouse Creative Director, Dove, Ponds 2013-2016
Developed a highly successful 5 day "curriculum" to intensely solve a single creative brief. I have lead a dozen creative hothouses in London, Shanghai, Mumbai, New York and Chicago. Many Ogilvy creative teams attended these from all over the globe. Our success rate in selling an idea to the client was almost 100%.

Global/NA Creative Director Dove Ogilvy Chicago 2000-2014
Responsible for all global Dove skincare advertising. Responsible for all NA specific Dove initiatives. Served as a key member of the global team that developed the infamous Campaign for Real Beauty. Worked across all platforms to deploy this campaign and then closely stewarded the brand during this explosive time of growth.

NA Creative Director Glade Ogilvy Chicago 2011-2013
Working directly with Martin Sorrell (CEO WPP) and Miles Young (CEO Ogilvy) I was a senior creative lead that won the SC Johnson global Glade business. Upon that win, I worked for 6 months with Ogilvy's most senior planners to arrive at a transformative platform for Glade: Scent makes you feel something. All the Glade work since has been built on that platform, including the highly acclaimed and awarded Museum of Feelings.

education

Northwestern University Evanston, Illinois
Bachelor of Science, Speech and Communication

School of the Art Institute Chicago, Illinois
Post Grad

awards

2019 Global Effie “5 for 50” Award

Dove Campaign for Real Beauty

2019 PR Week “Best Campaign of Last 20 Years”

Dove Campaign for Real Beauty

Dove Campaign for Real Beauty Cannes Grand Prix

Dove "Evolution" – Ogilvy, Toronto

Cannes Bronze

Dove "Pro Age" – Ogilvy, Chicago

Grand Effie

Dove "Real Beauty" – Ogilvy, Chicago

Global Grand Effie

Dove "Go Fresh" – Ogilvy, Chicago

One Show

Kelly Awards

CA

Archive

public speaking

Northwestern University,
Medill School of Journalism and IMC/Kellogg MBA Program
“The Intuitive Marketer” acted as a part-time lecturer, teacher,
creative judge and mentor 2008-2016

Johns Hopkins University

Lehigh University

DePaul University

NEDIC Conference
(Canadian National Eating Disorder Center)

Jane Pauley Show

Oprah Winfrey Show

published

"In Their Shoes"

"Creative Skirts"

“Advertising Creative: Strategy, Copy & Design”