

## CLIENT EXPERIENCE (B2B, B2C)

I bring over 15 years experience creating, managing, and producing many successful, award-winning, results-oriented online/offline campaigns for some of the most prominent global and regional companies. All of which contributed to the growth of their overall business.

### PACKAGED GOODS

Del Monte  
Jovan Cosmetics  
Ralston Purina  
Quaker Oats (Aunt Jemima)  
Foremost - McKesson (Yogurt)  
Specialty Brands (Spice Islands)  
Castle & Cooke (Bumble Bee Tuna)  
Challenge Dairy Products  
Galileo Foods (Gallo Salame)  
Johnson & Johnson (Household Products)  
Made in Napa Valley

### COMMODITY BOARDS

California Milk Advisory Board  
Diamond Growers of California

### BEVERAGES

Pepsi International  
Italian Swiss Colony Wine  
J Schlitz Brewing Co  
Jack Daniels Properties  
Diageo Chateau & Estates  
Merryvale Vineyards  
Winetoday.com  
Vinfolio

### FASHION

Levi's Activewear  
GAP

### AUTOMOTIVE

Jaguar Cars of America  
Britalia Motorsport  
Northern California Honda Dealers

### FINANCIAL SERVICES

H & R Block  
Wells Fargo Bank  
Home Savings and Loan  
World Savings  
PacAdvantage (Insurance)  
Robert Half International  
Pacific Bay Financial  
Pacific Mortgage Consultants

### TECHNOLOGY

Hewlett-Packard  
PeoplePC (Internet Service Provider)  
NorthPoint Communications (Broadband)  
CellNet Data Systems  
Telseon (Broadband)  
Cyrano Sciences  
Oracle  
Drivesavers  
SmartAge.com  
PMC-Sierra  
Ask Jeeves

### ENTERTAINMENT SOFTWARE

Activision  
Broderbund  
Creative Software  
DataAge  
Knowledge Adventure  
Logitech

### TOYS

Fisher-Price Power Wheels  
Mattel

### RETAIL

GAP  
ComputerLand  
Orchard Supply Hardware  
Lucky Grocery Stores  
mijEWELER.net  
My Favorite Clothing & Shoe Store  
Stoneridge Shopping Center

### HEALTHCARE | PHARMACEUTICAL

Lifescan (Blood Glucose Monitors)  
Toshiba (Ultrasound)  
Adeza BioMedical  
Tensys Medical (Blood Pressure Mgmt System)  
Clarisonic (Skin Care Sonic Brush)  
CoTherix (Ventavis Iloprost Inhalation Solution)  
Onmark (group purchasing organization for community-based oncology)  
Oncology Therapeutic Network (OTN) (drug distributor in the oncology market)  
Bristol-Myers Squibb (Medical Imaging)  
Electa  
Miles Laboratory  
Arcutis

### INDUSTRY

Bechtel  
Tradiant.com  
Chevron USA  
Chevron Chemical (Ortho Agri Products)  
DHL Worldwide

### PERSONAL CARE

Braun OralCare  
Oral-B  
Philips sonicare  
Neutrogena  
Collagen  
24Hour Fitness  
Sportsmith  
DUX Beds  
NCPHS (Senior Care)  
Stri-Dex  
Ergonomic Dental Technologies  
ThermoScan (Ear Thermometers)  
Ocular Sciences COLORS (Contact Lenses)  
CoverGirl COLORS (Contact Lenses)  
Allergan Optics (Contact Lenses)  
Pilkington Barnes Hind (Contact Lenses)  
MicroSelect (Dental Products)  
Murdock Labs (Purebrush Toothbrush Purifier)  
Dimitra's Medi-Spa & SkinCare

### TELECOMMUNICATIONS

Sprint  
Globalstar (Satellite Phones)

### OTHER

America's Cup (Golden Gate Team)  
Ex'pression College for Digital Arts  
1988 Presidential Campaign (Bush)  
Savoy Commercial Properties  
Bassett Productions  
PhotoWeights

## CAPABILITIES

Whether you need a web design, TV commercial, print campaign or corporate newsletters, I have the experience and skills necessary to successfully promote your business.

### BROADCAST

TV | Radio  
Corporate | Industrial | Product Videos

### PRINT

Magazine  
Newspaper  
Outdoor  
Transit Boards

### INTERACTIVE

Website Designs  
Microsites  
Banner Ads  
Streaming Videos  
Broadcast Emails | Jump Pages

### PROMOTION

Trade Show Graphics | Booth Design  
Point of Sale Posters | Displays  
Direct Mail  
Sales Kits

### IDENTITY SYSTEMS

Corporate  
Brand  
Product  
Logo  
Style Guides

### DIRECT RESPONSE

### PACKAGE DESIGN

CD Jackets  
Entertainment Software  
Business Software  
Educational Software

### COLLATERAL

Annual Reports  
Brochures  
Catalogs  
Instruction Manuals  
Newsletters

### STAFF

**GREY Worldwide** (SF)  
*VP, Group Creative Director*

**RKR** (SF)  
*Associate Creative Director*

**Sabatella & Associates** (SF, LA)  
*Principal, Creative Director*

**J Walter Thompson** (SF, Chi)  
*Senior Art Director*

**McCann-Erickson** (SF)  
*Senior Art Director*

### SKILLS

Mac: Quark 6.5, Adobe CS3 (PhotoShop 10, Illustrator 13, InDesign 5), MS Office 2008  
In-depth knowledge of HTML, CSS, Flash, Dreamweaver and other web design apps

### EDUCATION

Art Center College of Design — Pasadena, CA  
BA — Advertising Communications, Graphic and Package Design

### AWARDS

Over 150 Best of Show, Gold, Silver, Bronze, Effies for Marketing, TV | Radio, Direct Mail, Corporate | Industrial Videos, Print, Point of Sale Posters | Displays, Package and Collateral Design

### CONTRACT

**Stratagem Healthcare** (SF)

**Giant Creative Strategy, LLC** (SF)

**Robinson Clarke Treacy** (SF)

**Gardner Geary Coll** (SF)

**FMG Marketing** (SF)

**Vicom/FCB** (SF)

**MUD Worldwide** (SF)

**Carol H Williams Adv** (Oak)

**Juice Pharma Adv** (NYC)

## A LITTLE BACKGROUND

Here are a few memorable accomplishments.

### Oral-B

Re-branded and launched the first integrated, multi-media campaign for the Oral-B ULTRA Toothbrush (print ads, direct mail, product brochures and catalogs, trade show booth graphics, etc.).

#### THE RESULT:

- Monthly sales increased over 15%
- Market share grew from 39% to 44%
- Maintain #1 sales leader of manual toothbrushes in USA

### Braun OralCare

Branded and launched the introductory campaign for the Braun Oral-B Plaque Remover (print ads, direct mail, product brochures and catalogs, trade show booth graphics, etc.).

#### THE RESULT:

- Sales exceeded projections by 800% in the first six months
- Market share increased from 0 to 5% in the first year
- Unseeded InterPlak to become #1 sales leader of electric toothbrushes in USA

Launched the introductory campaigns for the next five Braun Oral-B Plaque Remover SKUs.

#### THE RESULT:

- Sales of each SKU was more successful than the previous
- Market share skyrocketed making it the #1 sales leader in the World
- OralCare products became Braun's most profitable division

### Activision

Launched Activision's entertainment software products using innovative TV, radio, consumer/trade print campaigns, package designs, trade show booth graphics, product catalogs, in-store posters, etc.

#### THE RESULT:

- Monthly sales increased beyond projections
- Market share grew phenomenally
- Agency billings grew from \$300,000 in year one to \$45M by year three
- Overtook the industry leader Atari to become the #1 video game company in USA

### Broderbund

Re-branded and launched Broderbund's entertainment, educational and creative software products (consumer/trade print campaigns, package design, instruction manuals, product catalogs, trade show booth design/graphics, collateral, etc.).

#### THE RESULT:

- Annual sales increased beyond projections from \$10M to \$26M
- Regained #1 position in home computer software market
- Filed IPO two years sooner than projected

### Tradiant

Re-branded and launched the introductory campaign promoting Tradiant's online marketplace for Shippers and Carriers (print ads, corporate/product brochures, online banner ads, redesigned website, trade show booth design/graphics, posters, etc.).

#### THE RESULT:

- Received \$15M above objective from the investment community
- Signed contract accounts with Fortune 100 companies above projection

### J Walter Thompson/SF

Elevated the quality and intelligence of the creative work (TV/radio commercials, consumer/trade print ads, outdoor, sales kits, media kits, direct mail, trade show booth design/graphics, collateral, etc.)

#### THE RESULT:

- Agency received many distinguished awards
- Agency billings grew from \$12M to \$80M
- Existing client billings increased as well as new business acquisitions

### RKR

Elevated the quality and intelligence of the creative work (TV/radio commercials, consumer/trade print ads, outdoor, sales kits, media kits, direct mail, trade show booth design/graphics, collateral, etc.)

#### THE RESULT (in one year):

- Agency received many distinguished awards
- Agency billings grew from \$10M to \$22M
- Existing client billings increased
- Acquired six new clients

## A LITTLE BACKGROUND

Here are a few responsibilities.

- Managed, mentored and motivated both in-house creative teams and outside creative and graphic vendors
- Planned, directed and coordinated activities in the Creative, Broadcast Production, Print Production and Production Studio Departments for assigned and spec promotions
- Provided visionary leadership and strategic design direction from the conceptual stage through completion
- Exercised a quality control function with regard to the integrity and continuity of all ongoing creative work and design
- In-depth understanding of marketing concepts as well as translating them into highly effective, powerful creative directions
- Worked in collaboration with marketing teams to develop and manage appropriate visual brand identities, creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and presentations for both existing clients as well as new business acquisitions
- Ensured that all projects were on strategy, on schedule and within budget
- Developed and maintained Brand Image as well as Corporate Style Guides
- Presented creative projects internally and externally that met or exceeded client expectations
- Direct and indirect reports consisted of up to twenty-six people at Grey Worldwide; previous to that, the numbers varied between seven and sixteen
- Significant experience in performance management reviews as well as hiring and/or firing staff
- Proficient in current web marketing and print production technologies
- Maintained and developed internal/external client relationships
- In-depth knowledge of HTML, Flash, Dreamweaver and other web design applications
- Major strength in graphic design/art direction with ability to write copy