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## INTRODUCTION

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Senior creative leader with 10+ years experience across companies and industries developing campaign direction, innovative collaborations, brand voices and beyond for **Apple, Disney, Honda, Target, The Coca-Cola Company, HOKA.**

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## EXPERIENCE

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**Freelance Consultant:** Creative Director  
2023 -- PRESENT

- Led a creative marketing pitch for ANTA Kai 2 sneaker campaign featuring a hero spot, social cutdowns and experiential activation
  - Creative Director for Naomi Scott's 2022 Oscar shoot -- 150MM+ impressions
  - Created and pitched creative concepts for Ye, Tinashe and James Tillman, pairing strong visual references with detailed copy breakdowns
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**Quantasy:** Senior Copywriter  
OCTOBER 2023 – SEPTEMBER 2025

- Operating with \$10MM+ budget, successfully led ideation for 2024 Super Bowl Prologue SUV aired commercial, developed award-winning original creative content and supported tentpole events that exceeded Honda's KPI targets
  - Supported Honda's Twitch channel where programming averaged 200k views per stream and 50M+ impressions across socials
  - Creative lead on Target's 2023 BBM campaign, featuring a :30 national spot, and Times Square cutdown I executive produced, contributing to Target's 2.94% 2023 revenue increase
  - Managed, supported and uplifted junior copywriters and art directors
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**Burrell:** Senior Copywriter  
DECEMBER 2021 – DECEMBER 2022

- Successfully developed, sold (client approved \$250,000 budget) and creative directed Sprite's free digital "Hook x Beats" stem player on sprite.com
  - Wrote the script for American Red Cross' Fall 2022 national radio spot, in addition to the client requested short film adaptation at Magic City Classic 2022
  - Wrote the social copy for McDonald's 2022 World Cup delivery promotion
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**Leroy and Rose:** Senior Copywriter  
JULY 2019 – JULY 2022

- Published tagline copy for Disney, Apple, Warner Bros., Lionsgate, HBO, Hulu, DreamWorks, The Grammys, ABC, FOX, Peacock and The CW
  - Standout original copy tagline credits include *Succession S3, Tom & Jerry, Eiffel, Lovecraft Country, Psych 3 This is Gus, Disney's Clouds, Grammys 2021*
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**Freelance Consultant:** Creative Producer  
NOVEMBER 2019 – JULY 2022

- Styled and produced HOKA's first in-house apparel collection
  - Launched during fourth quarter of 2020 fiscal year: HOKA brand net sales increased 51.8% to \$101.9MM during this time period
  - Produced fashion projects for 424 including the streetwear brand's adidas x Arsenal in-house creative campaign and Grailed online brand feature
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**Creative Artists Agency:** Marketing Assistant  
JULY 2015 – MAY 2017

- Executive assistant on The Coca-Cola, General Motors, Diageo and Clorox accounts – team member on the 2016 Diet Coke "It's Mine" national campaign
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**HYPEBEAST:** Editor  
AUGUST 2014 – JULY 2019

- Published over 500 stories, produced photo and video shoots and interviewed talent on HYPEBEAST, recognized by *TIME* magazine as one of the internet's top 50 websites, annually garnering over 900MM annual page views (2019)
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## EDUCATION

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