

PROFESSIONAL EXPERIENCE

FULL-TIME

2024—PRESENT

COWBOYS & BULLDOGS, CT

Creative Director/Copy

> Position and promote Healthcare, Pharmaceutical, Medical Device, and Biotech brands throughout print, interactive, broadcast, PR, and event channels.

2014—2024

JUMP ADVERTISING, CT

Creative Director/Copy

> Lead strategy, creative direction, and client engagements across consumer, B2B, and institutional sectors.

2007—2009

CIGNA | OMD WORLDWIDE, CT

ACD/Copy

> Wrote marketing and advertising copy for Medicare, employer solutions, and wellness initiatives; bringing strategic clarity and a human voice to highly regulated healthcare messaging for B2B and B2C audiences.

2005—2007

NEW YORK TIMES | T BRAND STUDIO, NYC

Lead Copywriter

> Wrote speeches, and copy for the Times' internal brands and external partnerships during media's digital shift (Key Magazine, LinkedIn, Nascar, Saab, Apple, Olympics).

2004—2005

OGILVY HEALTH, NYC

Sr. Copywriter

> Wrote for leading pharmaceutical and healthcare brands across therapeutic areas; translating complex science into medically accurate, intuitively resonant messaging within regulatory framework.

2000—2003

GE CAPITAL, CT

> Sr. Writer | Marketing + Communications

Repositioned websites for GE's Small Business Solutions arm, collaborating with design and UX teams; translating corporate-speak into consumer-friendly language.

1998—2000

DICKISON, SHIELDS & PARTNERS, CT

Sr. Copywriter

> Wrote print, broadcast, interactive copy across consumer, retail, and institutional accounts.

1996—1998

SHMOOZ MAGAZINE, CA/CT

Editor

> Ran editorial and marketing departments; recruited writers, curated content, and wrote copy for publications marketing, PR, event, and advertising initiatives.

FREELANCE

ONGOING

COPYWRITING | ACD + CD

BBDO, CDMi, Colangelo, Digitas, FCB Health, Grey, Moxie Interactive, Pacific Communications, Publicis, Saatchi & Saatchi Health, Wunderman
> Brand positioning, campaign ideation, strategic messaging.

BROADCAST

SCRIPTWRITING

AMC, Children's Services NY, Del Monte, First County Bank, Heineken, Martha Stewart, PG&E, Ethan Allen, LaGrange Daily News, L'Oreal, Lyrica, The Maritime Aquarium (Norwalk), Mars Chocolate, New Provident Bank, Panasonic, Vaseline

TV + FILM

SCREENWRITING

The Newz (Celebrity Entertainment Inc.)
Seinfeld (Castle Rock Entertainment)
Cupid, Manifest, Spy Kids (Southern Skies Prod.)
Ed (Worldwide Pants Inc.)

PRINT + INTERACTIVE

PUBLISHING

Journalism: Feature stories / Op-Ed / Politics
Literary: Writing / Ghostwriting / Editing

EDUCATION

UCLA | LOS ANGELES, CA | 1990

BA | Psychology + English Literature