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Profile

CEO. CD. ACD. Team Leader. Strategic thinker. Solution maker. And Writer. Of copy. Advertisements. Mobile app concepts. E-commerce. Websites. Twitter. Jokes. Major Business Proposals. Business logistics. Major business solutions. Major new business ideas. Headlines. Subheads. Tag Lines. Facebook. Event and field marketing. Corporate identity pieces. TV. Radio. Movies. Books. Digital Marketing. Youtube ads. Vimeo videos. Worked on numerous Fortune 500 companies, with numerous “big name” agencies, worked in NYC, Amsterdam & Africa, & worked for several start-ups.

Experience

TV Scriptwriter, **Cisneros/Mobius Labs/NatGeo, Miami, FL** 2018-Present

I co-developed, wrote, researched and edited the first season of an upcoming NatGeo wildlife show. 13 episodes. I also helped with production. After that, I helped create 13 TV pitches for the upcoming season, status TBA. And then I wrote 10 episodes of a kid’s nature show.

Content Designer, **PwC, Miami, FL** 2019-2020

Worked on brand new “Product” team with my pod, The Baby Yodas, consisting of a UX designer, UI designer and a CD. We developed new products and revised existing ones.

Creative Consultant/Freelance Copywriter, **CComGroup, Miami, FL** 2018-2019

Creative Consultant/Freelance Copywriter, **Celebrity Cruiseline, Miami, FL** 2018-2019

Creative Consultant/Freelance Copywriter, **TEAM Enterprises, Miami, FL** 2018-2019

I came into these agencies as a hired creative gun to do big work on Toyota Camry, the Galapagos Island Dreambook for Celebrity Cruise Line, Under Armour, Acuvue, Facebook, Florida Power & Light and Don Q rums.

Creative Director, **Creative Propulsion Labs, Miami, FL** 2018

Lead a team consisting of 20+ creative employees, from 3D specialists to social media, event management, design, digital marketing and even a 150-article-and-blog-posts-a-month writing guild. Co-created an entire customer care center for one major client. Agency does everything from business consulting to logistics to trade shows to e-commerce to every form of creative. Largest client has experienced around 30% growth monthly in my time here. Extremely hands-on position, where we are tasked to constantly find solutions while facing challenges most advertisers never deal with.

Creative Consultant/Creative Director, Skelly & Co/Inked Mag, Miami, FL 2017-2019

Exploring a new business venture with Inked Magazine. Developed storyline, characters and the treatments for the first 12 episodes of a potential cartoon series. Also developed the social media strategy and directed and produced the first test animation.

Associate Creative Director, Macias Creative, Miami, FL 2016/2017-Present

Returned to Macias to help re-launch Zignum Mezcal, a new category of pure Mezcal liquor from Oaxaca, Mexico. Worked on Tampico beverages, creating a social campaign and summer contest in coordination with Dreamworks *Captain Underpants: The Epic First Movie*. Also helped create the back-to-school contest for Tampico. Worked on Coral Gables BID, promoting the city. And was fortunate enough to do some work on Bayskate Miami, the coolest rollerskating event ever.

Creative Director, Tech Town, Miami, FL 2017

Launched the DinoMight app for Tech Town. “Fart Your Way to Freedom” in both app stores, by playing as a Caveman who must light his farts on fire in order to escape rising lave, ravenous dinosaurs and a host of other prehistorically awesome challenges.

Creative Director, Belzona Marine, Miami, FL 2016

Was brought in to work with my fellow CD to take a young boating company creatively to the next level. Completely re-branded the look & feel of the company and salvaged the social. Co-built a multi-talented and hyper-responsive in-house agency. Oversaw new direction in all imagery, as well as strong new photoshoot to set the new tone. Oversaw monthly print campaigns. Oversaw daily social posting across three mediums chosen after researching best methods. Oversaw new website launch. Over numerous social media paid campaigns. Oversaw boat show re-design. Helped lead creation of industry-best 3D boat configurator. Oversaw strategic marketing partnerships. Oversaw revised owner relations effort. Oversaw re-design of monthly newsletter outreach. Oversaw interior branding efforts. Oversaw new collateral materials. Oversaw PR. Re-built old partnerships. Re-opened closed doors in industry. Increased efforts to work in co-branding with partners such as Mercury Marine & JL Audio. Leveraged brand for product placement opportunities. Did 100% of all writing. Produced in-house videos. Produced viral social hits. Produced work good enough to be literally stolen.

CEO/Creative Director, Apptigo, Miami, FL 2014-2016

I helped create and head a publicly traded Mobile App Incubator. We made, despite huge challenges, four apps, three of which made it into the iTunes store and were all highly rated. App 1: *Score*. A dating game app based on personality, with over 1,000 “wacky” multiple choice questions meant to connect people on a more real level, with users taking the same “tests” and

then receiving a “Score” of how well they matched, with higher matches unlocking features. App 2: *Rate My Pussycat*. A cat popularity app with a charity component built in. The Humane Society of Broward County was an early supporter of this fun, light-hearted app, which garnered over 125,000 Facebook followers. App 3: *Rate My Pooch*, the dog version of RMPC. And App 4: *Dino Might*, where users played as a caveman trying to escape dinosaurs, hungry plants, piles of poop and ever-present lava. TO escape, users had to “Fart Their Way To Freedom.” This app currently is being finished under a new entity. Apart from co-creating the apps and handling CEO capabilities, I shared in all creative director responsibilities, wrote every single piece of creative, handled PR and spoke/pitched to investors, bankers and investor groups.

Creative Director, Ruthless & Toothless, Miami, FL 2015-2016

Was called upon to help revive our complete children’s line concept with Miami Ink artists.

Senior Writer, Macias Advertising, Miami, FL 2012-2014

Worked on numerous local accounts such as Baptist Health Systems & Fairchild Tropical Garden’s “Wings of the Tropic” butterfly exhibit, which won numerous awards. Also worked on Pepsi’s Tampico beverages and on new business pitches.

Senior Writer, Sapient Nitro, Miami Beach, FL 2010-2012

A lead writer on Fortune 500 accounts such as Dodge, Minute Maid Chrysler, Citi Bank, Listerine, Traveler’s Insurance and Fiat, among others.

Senior Writer, OneKreate, Aventura, FL 2012

Wrote numerous scripts for both internal and client-facing videos.

Social Media Strategist/Senior Copywriter, BGT Partners, Aventura, FL 2009-2010

Spearheaded Social Media strategies. Wrote diverse range of content, from detailed websites, to business strategies to quick headlines. Also ghost-wrote for iMedia article series & created fake news network. Clients included Carnival Cruise Lines, Darden Restaurants (Capital Grille), Florida Power & Light (FPL), Kaplan University, BankAtlantic, Tradestation and timetospa.com.

Creative Director, Ruthless & Toothless, Miami, FL 2008-2009

Took the R&T concept from Miami Ink artists and co-founded the actual company. Duties included: CEO activities, Business Writer, Project Manager for securing deals (Borden & Riley, W hotels, BabyHawk Carriers), building world-wide distribution network, handling all types of production, writing every piece of material related to the business.

Creative Director, & Senior Writer, Branding Forces, Miami, FL 2005-2009

Oversaw boutique Internet-focused agency with clientele such as the former Versace Mansion, The Setai, The Miami Beach Polo World Cup, Green Footprint Safaris, DJ Irie and the Kitzbuehl Polo World Cup.

Senior Copywriter, Zimmerman, Ft. Lauderdale, FL 2007

Lent my mind to a quick collaboration to create 10 TV spots for Value City.

Creative Consultant, Brand Hotel, Amsterdam, NL 2007

Lent my mind to assisting in the launch of a new agency concept.

Copywriter, LGD Communications, Miami, FL 2005-2007

Wrote for a wide range of real estate and hotel clientele at the height of the Miami Real Estate boom.

Copywriter, JWT/PPGH, Amsterdam, NL 2004

Was flow over to assist in creating the language for the launch of the first-ever world-wide launch of ABN AMRO Bank. Helped to develop the 1st-ever global tag line for the brand.

Creative Consultant, Brand Hotel, Amsterdam, NL 2007

Lent my mind to assisting in the launch of a new agency concept.

Contributing Writer, Go Play Miami, Miami, FL 2007

Contributed articles and magazine ideas to Miami-based lifestyle magazine.

Senior Copywriter, Asilia Safari Company, Arusha, Tanzania 2004- 2007

Helped write & create language and collateral materials for the entire safari brand.

Copywriter, Deb Development, Aventura, FL 2004-2005

Brought life to local real estate developments.

Copywriter, Cosmyk Advertising, Miami, FL 2004

Brought life to local real estate developments.

Copywriter, Southern Brand Collective, Miami, FL 2004

Wrote for Miami Heat, Miami Sol and Couples Resorts.

Copywriter, TrueAfrica Safaris, Dar Es Salaam, Tanzania 2004
Developed first-ever brand collateral for TrueAfrica.

Copywriter, Blanco Lorenz Entertainment Branding, Miami Beach, FL 2003
Wrote business collateral for NBC's acquisition of Telemundo and MUN2.

Copywriter, Florida International University, Miami, FL 2003
Wrote and developed 12 departmental brochures for perspective students.

Copywriter, Think Penny, Miami, FL 2001
Wrote brochure copy for a variety of clients.

Copywriter, Turkel Schwartz & Partners, Coconut Grove, FL 2000
Wrote for the Greater Miami Tourist Board.

Copywriting Intern, Publicis, Amsterdam, NL 2000
Developed advertising materials for major European brands, worked directly with senior teams and clients.

Copywriting Intern, TBWA/CHIAT Day, New York, New York 2000
Developed advertising materials for brands such as Absolut Vodka and Embassy Suites.

E d u c a t i o n

Miami Ad School, Miami Beach, FL- 1998-2000
Copywriting

Michigan State University, East Lansing, MI- 1995-1998
Bachelors in Advertising

MSU Study Abroad, Mexico City, Mexico- 1998
Documentary Film and Video

New York Film Academy, Princeton, NJ- 1997
Basics of Film

Michigan State University, East Lansing, MI- 1995-1998
Head Copywriter, 180 Member MSU AAF
Associate Producer, *Sideshow*, Student TV Show

S k i l l s

Google Suite, MS Word, Pages, MS Power Point, experience with Photoshop, in-Design.
Excellent with the complete Alphabet. Have created my own films, books, poems, scripts.
Have edited film on a Steinbeck flatbed. Have written everything from McDonald's tray liners
to TV spots. Have a nice crossover in basketball, a love for travel, a love for animals and a love
for my family, wife and son.