



## CONTACT

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## EDUCATION

Master of Philosophy, English, St. Andrews University, Scotland  
B.A. American Studies, Brigham Young University

## LANGUAGES

Native fluency in German  
Proficient in Chinese

## EXPERIENCE

Freelance Creative Director, Writer, 2007–Present  
Atmosphere BBDO – Target  
Gotham, Inc. – Maybelline

Associate Creative Director, 2003–2007  
Ogilvy & Mather, New York  
Avon – Global Brand Transformation “Hello Tomorrow”  
Fanta – Global Brand Campaign “Bamboocha”  
AT&T Wireless – Launch of “Ogo” Mobile IM Device  
Other Clients: IBM, Progressive Insurance, Dove

Copywriter, 1997–2003  
Foote, Cone & Belding, San Francisco  
Levi Strauss & Co., Sega, Fox Sports, MTV, Dockers, Coors, Amazon.com

Freelance Copywriter, 1996–1997  
Robert Mondavi Winery, Level Design Studio, I. Magnin, Appellation Magazine,  
Napa Valley Vintner’s Association

## RECOGNITION

The One Show  
San Francisco Show  
Communication Arts  
Print Magazine