

## SUMMARY

Fully integrated acd/cd-level writer and creative strategist with over fifteen years experience at agencies big, small, general, direct, interactive and/or database focused.

### Key Attributes:

- 7+ years management experience, 4+ years senior management
- Highly-strategic thinker with a keen ability to see the whole picture and make recommendations accordingly
- Comprehensive understanding of communication planning to engage targets via media channel selection
- Successful in designing and executing full-cycle CRM, loyalty and acquisition programs
- Extensive experience formulating ideas into creative campaigns while optimizing messaging specific to the media channel
- In-depth knowledge of broadcast, digital and print solution capabilities and development
- Great track record for presenting and selling work internally and to clients
- Published work: Sisenwein, Jon. "Think Before You Pull That Email Trigger." *DM News* May 12, 2009  
<http://www.dmnews.com/think-before-you-pull-that-e-mail-trigger/article/136631>

## AGENCY EXPERIENCE

- 2010 to Present **Leo Burnett/Arc, Chicago, IL/Boulder, CO – Associate Creative Director**  
National advertising agency. Leads United Airlines creative team for interactive, direct mail, email and other initiatives to support the MileagePlus loyalty program.
- 2009 to 2010 **FREELANCE ACD/CD, Boulder, CO/Chicago, IL/New York, NY**  
Agencies include: Euro RSCG Strat Farm, Razorfish, ALM, GSP, LoSasso, Stevens & Tate, AOL
- 2008 to 2009 **MERKLE INC., Denver, CO – Associate Creative Director**  
Leading international database marketing agency and ESP. Managed multi-disciplinary team of 10+ on all loyalty e-marketing efforts for DIRECTV. Also led projects for clients including Citizens Bank, Samsung and Xcel Energy, as well as various new business efforts.
- 2007 to 2008 **MALENKEIBARNHART, Denver, CO – Director of Content**  
Full-service interactive agency focused on strategy and design. Managed team of 5 staff and freelance copywriters for all projects involving content. Directed redesign effort for qwest.com, which included the integration of four separate CMS into one portal site. Other clients included Cheyenne Mountain Zoo, Ford, Quiznos, Visit Denver and Westwood College.
- 2006 to 2007 **GREENHOUSE PARTNERS, Boulder, CO – Creative Associate**  
Strategic branding and consulting agency. Developed multiple TV campaigns for Charter Communications. Spearheaded concepts and development of sales materials for the New Village at Winter Park on behalf of Intrawest/Playground Destination Properties. Other clients included Bacardi, First Data and Valen.
- 2004 to 2006 **HILLIHOLLIDAY, New York, NY – Senior Copywriter**  
National advertising agency. Lead copywriter on the Verizon Wireless direct mail retention and acquisition business. Launched the first-ever b2b campaign in the Northeast region. Managed freelance teams.
- 2003 to 2004 **TBWA\CHIATDAY, New York, NY – Copywriter**  
National advertising agency. Worked on the team that launched the "Nextel. Done." campaign. Developed broadcast, print, promotional and POP materials for Nextel and the NASCAR Nextel Cup Series.
- 2002 to 2003 **MAGNANI CARUSO DUTTON, New York, NY – Copywriter**  
Interactive agency. Developed content for websites, banners and email campaigns for clients, including AOL, AT&T, CIT, HBO and Lego.
- 2000 to 2001 **E JAMES WHITE COMMUNICATIONS, Washington, D.C. – Copywriter**  
Regional advertising agency. Created pitch campaigns responsible for winning the Beyond.com and Hewlett Packard accounts. Also worked on multiple assignments for Amtrak.
- 1997 to 2000 **FURMAN ROTH ADVERTISING, New York, NY – Copywriter/Producer**  
Local advertising agency. Received Jersey Award for Best Radio Single: 44Board Snowboard Shops. Wrote and produced radio for clients including 44Board Snowboard Shops, Car Cash, Lee Myles Transmissions, Mapquest.com, NewYorkToday.com, Odd Job and Ski Barn.
- 1995 to 1997 **The Advertising Club of New York/ ANDY Awards, New York, NY – Coordinator**  
Not-for-profit industry organization. Coordinated membership events, new member acquisition and the production of the annual International ANDY Awards competition and show.

## EDUCATION

ADHOUSE - New York, NY - Portfolio classes  
SCHOOL OF VISUAL ARTS - New York, NY - Portfolio classes  
SUNY PLATTSBURGH - Plattsburgh, NY - BA, Mass Communications 1993  
DEAN COLLEGE - Franklin, MA - AA, Communications 1991