

## SUMMARY

Fully integrated cd-level writer, creative strategist and entrepreneur with nearly 20-years experience telling brand stories and engaging audiences.

## CAREER HIGHLIGHTS

- 10+ years management experience, 7+ years senior management
- Founded Comingle, a proximity based network for the coworking industry
- 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

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|--------------------|--|
| May 13 - Present   | <b>TANDEM ADV &amp; DESIGN, Boulder, CO – Principal, <i>Creative Director</i></b><br>Boutique agency primarily working with startups – Clients include Bud and Breakfast, Clip Interactive, HR2Results, Impact 24/7 and Urban Mattress.  |
| June 09 - Present  | <b>FREELANCE, Boulder, CO/Chicago, IL/NY, NY – <i>Creative Director</i></b><br>Agencies include Barsamian Communications, Euro RSCG Strat Farm, Leopard Communications, Moxie Sozo, Razorfish, Spin Creative Studio and Voltage Adv + Design.  |
| Feb 12 - Dec 14    | <b>COMINGLE, Boulder, CO – <i>Founder &amp; CEO</i></b><br>Technology startup and proximity-based network designed to make coworking more collaborative.   |
| Sept 10 - Dec 11   | <b>Leo Burnett/Arc, Chicago, IL/Boulder, CO – <i>Assoc. Creative Director</i></b><br>National advertising agency – Led United Airlines creative team for interactive, direct mail, email and other initiatives to support the MileagePlus loyalty program.   |
| March 08 - June 09 | <b>MERKLE INC., Denver, CO – <i>Associate Creative Director</i></b><br>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. |

- July 07 - March 08     **MALENKE | BARNHART, 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.
- July 06 - July 07     **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.
- Sept 04 - July 06     **HILL | HOLLIDAY, 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.
- May 97 - Sept 04     **COPYWRITER, New York, NY**  
**Agencies:**  
E. James White, Furman Roth Advertising, Magnani Caruso Dutton and TBWA\Chiat\Day  
**Clients:**  
44Board Snowboard Shops, Aetna, Amtrak, AOL, AT&T, Beyond.com, Car Cash, CIT, HBO, Hewlett Packard, Lee Myles Transmissions, Lego, Mapquest.com, NASCAR Nextel Cup Series, NewYorkToday.com, Nextel, Odd Job and Ski Barn
- Dec 95 - May 97     **The Advertising Club of New York/ ANDY Awards, New York, NY – Coordinator**  
Not-for-profit industry organization. Coordinated membership events, new member acquisition and assisted with 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