

**PROFESSIONAL SUMMARY**

Creative Director and Art Director with 15+ years of exemplary ideation, design, copywriting, management and mentoring experience in agencies, an in-house creative department and as a sole proprietor. Valued for crafting novel experiences in response to diverse creative and commercial challenges that foster brand recognition and drive sales.

**EXPERTISE**

- Strong leadership and mentoring talent. Successfully led creative team of up to 7 people
- Expert at brainstorming, concept development and authoring creative briefs
- Deep knowledge of user-centered principles, usability and information architecture
- Effective and creative problem-solving skills; strong written and verbal communication skills
- Proficient in Adobe CS4: InDesign, Photoshop, Illustrator, Fireworks (working familiarity with Flash) | Quark | MS Office/Apple iWork suites
- Copywriting for advertisements, web, direct mail etc.

2004 · Present

**Creative Director, John Holden Design, Auburn, MA**

Successful campaigns for Nikon, HP, Tyco Electronics (Via Cole Creative, Boston)  
Fulcrum Acoustic, Canadian Brass, One-to-One Interactive, Community Loudspeakers

**Creative Director, NetMusician** netmusician.org

Web site design for pro, semi-pro musicians and other creative individuals, organizations

1996 · 2004

**Eastern Acoustic Works (EAW), Division of LOUD, Inc., Whitinsville, MA (300+ employees)**

2000 · 2004

**Creative Director**

Held customer interest throughout late-to-market development of an already popular type of loudspeaker, with a behind-the-scenes Web chronicle of the product's engineering development. Combined "spy shots," Quicktimes, performance analysis and other data to provide a genuine insider feel. Garnered press and a high level of buzz in online forums and among EAW's user base, and reinforced the viral campaign with online and print ads. The product's share in its category exceeded EAW's share overall within 3 mo. of launch.

Responded in only 2 weeks to the cancellation of a major NYC tradeshow in the aftermath of 9-11-2001 with a virtual tradeshow subsite, including new product images, datasheets, Quicktimes, Easter eggs and audio overlays of tradeshow sounds and music tracks. Promoted with online advertising and direct mail.

Routinely conceived, wrote and designed ads whose concepts were polar opposites of typical ads and thus generated interest, high response and increased sales and brand recognition.

Created a novel tradeshow demo experience that was talk of the show and generated high traffic. Entire perimeter of convention center hall utilized backlit scrim of taut white muslin with just two products on static display and multimedia kiosks. New loudspeaker products at the far end of the room were veiled by a Kabuki drape so audio performance could be assessed without preconceptions imparted by visual cues. The dramatic drop of the curtain revealed products with surprisingly compact forms.

Established creative strategies, developed creative briefs and hired/mentored employees.

1996 .. 2000

**Art Director**

Helped grow EAW from \$15 to \$45 million in annual sales.

Solely restructured, developed and maintained all marketing pieces and properties, establishing EAW's creative communications as an industry benchmark.

Forced larger competitors to return from tradeshow doing damage control, as evidenced by their subsequent product introductions and revisions/additions to marketing materials.

Cultivated respect and trust of Engineering colleagues to develop more accurate messaging, which resonated with EAW's technically astute customers and enhanced the brand's/product's reputation.

First in the industry to offer interactive product guide on CD.

1991 .. 1996

**Art Director, Donovan Group, Worcester, MA (25+ employees)**

Complete project development and management of collateral, advertisements, outdoor while at this full service agency. Regular participation with client presentations.

Assisted Creative Director with development of creative strategies.

Art direction/mentoring to designers and freelance designers.

Hired photographers and illustrators and art directed photoshoots and presschecks.

1988 .. 1991

**Designer, McCrea Design, Worcester, MA**

Beginning as a design intern, hired as a full time designer within just a few weeks based on talent, motivation and personality.

**EDUCATION**

Clark University/S.W.A.M. (School of the Worcester Art Museum)

Worcester State College

*Before-After* seminars (with Tom Monahan):

Creative Director's Forum, 180° Thinking, Do It Yourself Lobotomy, FlashFlood Brainstorming