



WORK EXPERIENCE

Agency Freelance : Saatchi X • Saatchi & Saatchi Advertising • Team One Advertising • Deutsch • Young & Rubicam • McCann Erickson • Chiat Day • Grey Advertising • Foote, Cone & Belding • The Phelps Group • Dentsu • Colby & Partners

Creative Director + ForceMultiplier® | SuperOxygen, Inc : Jul 02 to Present

Cadiz Inc, Mojave Groundwater Bank, ATEC Water, Shallman Communications (Political Consultant), Vega Law, Southern California Leadership Council, Secure Water Alliance, Golf Steady, Kabateck Brown Kellner

Art Director / Copywriter / ForceMultiplier® | Freelance : Jan 00 to Present

Procter & Gamble, Walmart, Lexus Motors, Toyota Motors, Lincoln/Mercury, Mazda Motors, Nissan Motors, Mitsubishi Motors, Sony Electronics, Boeing Aerospace, Ortega Frozen Foods, Teva Sandals, Countrywide Mortgage, Fresno County Health, Kinaderm Skin Care, Waltham Dog Foods, Oakland Transit System, Viewsonic Monitors, Cityloan Corp, Bridge Medical, Cathay Pacific, Yamaha Motorcycles, Atomic Aquatics, AutoClub, Bandai Toys, Fleetwood Homes, City of Fontana, Land'O Lakes, Pilsbury Foods, Ralphs Grocery Stores, Southern California Edison, First 5 Los Angeles, First 5 Santa Barbara, Los Angeles Child Development Center, LA Union, NursesUnite.org, Miken Clothing, CompareTheCandidates.com, The Gas Lite, Propulsion X, County of Los Angeles Public Library, Random Snowboards, Hermosa Beach Shorts.

Photographer | Freelance : Jan 00 to Present

Nissan Hot Import Nights, Toyota NASCAR, Hermosa Beach Shorts, Nissan AVP, MLB, Getty Image, Fine Arts Building, Pipeline Masters, First 5 Los Angeles, Hustler Apparel Catalog

Copywriter | Dentsu America/JSM+ : Dec 98 to Jan 00

Canon printers, LoveAtFirstSite.com, Event411.com, Powerlift Forklifts, Lightspan, Meals.com

Copywriter | Grey Advertising (G2): Mar 97 to Mar 98

Mitsubishi Motors

Art Director | Copywriter | Foote, Cone & Belding : Jun 94 to Feb 98

Mattel Toys, Farmers Insurance, Mazda Motors, Sizzler, Smokey Bear, Sunkist Growers

Copywriter | Saatchi & Saatchi Advertising : Mar 89 to May 94

Toyota Motors, Yamaha Motorsports, United Way, LA County Library, Pip Printing, Crystal Cruises, Conroys Flowers

EDUCATION

1991 Carson Roberts Creative Course : WSAAA @ The Shalek Agency

1990 University of Southern California : BS Marketing & Communications

A Force Multiplier® increases impact without increasing complexity. Instead of piling more work onto already slammed teams—more meetings, more handoffs, more friction—a Force Multiplier® removes bottlenecks so ideas move faster and land stronger.