

BUSINESS EXPERIENCE

CERTIFIED FEARLESS LIVING COACH • CERTIFIED FEARLESS TRAINER WWW.FEARLESSKIDS.ORG

- Sit on Advisory Board for Fearless Living Institute WWW.FEARLESSLIVING.ORG
- Run adult, teen and tween workshops to teach Fearless Living skills & tools; in schools & with local non-profits

CONSULTANT • 2014 – Ongoing

DIRECTOR • PRODUCER

CLIENTS:

CURIOS LEARNING WWW.CURIOSLEARNING.ORG

Brand: Developed brand, website and marketing support for educational development non-profit

Product: Feed The Monster self-directed learning reading app – translated into 30+ languages

STATIC-FREE MEDIA WWW.STATICFREEMEDIA.COM

Manage creative services for virtual branding agency

TALES2GO WWW.TALES2GO.COM

Created marketing materials for kids digital storytelling app

THE MOODSTERS WWW.THEMOODSTERS.COM

Developed marketing materials for preschool emotional intelligence property

PLAYSQUARE WWW.PLAYSQUARE.TV

Developed proprietary app platform, episodes, website & marketing for interactive preschool TV app

CONWAY + PARTNERS (DIGITAL & BRANDING AGENCY) • 2010 – 2014

SENIOR DIRECTOR WWW.CONWAYANDPARTNERS.COM

- Partnered with principal and launched NY office in late 2010 (offices in: Buenos Aires, Miami, Madrid, Dubai)
- Oversee client relationships and all accounts for NY office
- Develop & pitch new NY business programs

NATIONAL GEOGRAPHIC SOCIETY • 2007 – 2010

CREATIVE DIRECTOR, KIDS ENTERTAINMENT DIVISION:

- Art directed and produced style guides for kid and preschool properties: Toot & Puddle, Mama Mirabelle's Home Movies, Iggy Arbuckle
- Art directed all consumer products & marketing creative needs: trade ads, full-page comics, websites, show & product logos, calendars, premiums, games, apparel designs, plush

MTV NETWORKS INTERNATIONAL (Division of Viacom Inc) • 1996 – 2005

SENIOR DIRECTOR, CREATIVE, INTERNATIONAL PROGRAM ENTERPRISES (1999–2005)

SENIOR MANAGER (1996–1999)

- Managed all aspects of International Licensing, Promotional & Franchise Marketing creative for Nickelodeon's TV and movie properties, including **SpongeBob SquarePants**, **Dora the Explorer**, **Rugrats**, and **Blue's Clues**, in addition to the **MTV** and **Comedy Central** brands - Licensing/Consumer Products, Trade Marketing, Retail Marketing/Promotions, Consumer TV Commercials, Publishing, Video, Interactive and 3rd Party Premium and On-pack Promotions
- Managed creative & franchise strategy for 34 countries, in over 15 languages, with over 500 licensees

NICKELODEON (MTV Networks, Division of Viacom Inc) • 1992 – 1996

DESIGN MANAGER, U.S. CONSUMER PRODUCTS CREATIVE GROUP (1993–1996)

- Oversaw product development for all consumer product lines of businesses, for brands such as **Rugrats**, **Ren & Stimpy**, **Rocko's Modern Life**, **Clarissa Explains It All** and other growing **Nickelodeon TV** properties
- Hired and managed creative staff; including designers, illustrator, coordinators and production artists, in addition to a network of outside freelancers & vendors

DESIGNER, U.S. MARKETING CREATIVE DEPT (1992–1993)

DESIGN ASSISTANT, ON-AIR PROMOTIONS (1992)

BEYOND BUSINESS EXPERIENCE

CONNECTICUT COLLEGE • B.A., Graphic Design, 1991

USTA 2014 NATIONAL TENNIS CHAMPION, 2.5 level
GIRL SCOUT TROOP LEADER

ARTIST • Silversmithing, beading, painting, writer