

Creative Marketing Lead

BRAND · SOCIAL · CONTENT · UI/UX · MOTION · PERFORMANCE

I build creative, social, and performance as one system.

Creative marketing lead with 10+ years connecting brand, social, content, UI/UX, motion, and performance as one system. I build the creative and the system that makes it perform: concept, production, channel logic, and the reporting loop after launch.

My career spans in-house, agency, nonprofit, and independent work across 20+ brands and organizations, including a video-first social program that drove 11.7M impressions in a single year. Since 2024, I've run an independent creative systems practice built around AI-assisted production.

10+

YEARS ACROSS
CREATIVE & MARKETING

11.7M

CROSS-PLATFORM
IMPRESSIONS CREATED

20+

BRANDS, PARTNERS,
AND ORGANIZATIONS

10K

ASSETS PRODUCED
ACROSS ALL SYSTEMS

01 · EXPERIENCE

APR 2024 TO PRESENT

Creative Technologist

Independent Creative Systems Practice

NEW YORK

- Run an independent creative systems practice, rebuilding my workflow around AI-assisted production across research, positioning, concept development, UI, motion, and quality control.
- Developed three self-initiated concept systems (The Ninth, Level, and WISP) spanning brand identity, product UI, AI interaction models, motion, and launch thinking across gaming, tech, and live-media use cases.
- Applied the workflow in select local and online brand projects to test AI-assisted production in real creative contexts.

JAN 2023 TO MAR 2024

Marketing Manager

SPORTIME Clubs

NEW YORK

- Owned marketing across 13+ clubs and 25+ social accounts during a major growth period, leading 3+ social and design reports plus club-level creative leads.
- Built a video-first content engine that drove 11.7M cross-platform impressions and nearly 17,000 net new followers in one year.
- Turned content production into a repeatable multi-platform system, increasing Reels output by 2,115% year over year.
- Helped launch the SPORTIME Pickleball vertical and directed creative for the \$75M JMTA flagship expansion.

MAY 2022 TO DEC 2022

Social Media Director

The Forest Road Company

NEW YORK

- Led brand social and paid content for a media-finance firm, pairing daily creative execution with campaign tracking and executive reporting.
- Conceived and executed still and video campaigns across brand channels, including daily X content and LinkedIn paid.
- Translated campaign performance into recommendations for senior leadership, delivering roughly \$90 cost per lead on LinkedIn Lead Gen campaigns.

02 · EXPERTISE

- BRAND STRATEGY
- CREATIVE DIRECTION
- SOCIAL STRATEGY
- CONTENT SYSTEMS
- VIDEO-FIRST CREATIVE
- MOTION
- CAMPAIGN STRATEGY
- PERFORMANCE MARKETING
- MARKETING ANALYTICS
- UI / UX
- AI PRODUCTION PROCESS
- TEAM DIRECTION

03 · TOOLS

FIGMA, PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS, PREMIERE PRO, DAVINCI RESOLVE, CINEMA 4D, FRAMER, WEBFLOW, SHOPIFY, WORDPRESS, HTML/CSS, GIT, GA4, GTM, LOOKER STUDIO, TABLEAU, SQL, META ADS, GOOGLE ADS, HUBSPOT, KLAVIYO, MAILCHIMP, SPROUT SOCIAL, CHATGPT, CLAUDE, FIREFLY, MIDJOURNEY, RUNWAY, SORA

OPERATING LINE

**Built,
not briefed.**

04 · EXPERIENCE CONTINUED

JUL 2020 - MAY 2022

Social and Graphic Manager

DealNews

REMOTE

- Ran social, paid, and in-house design as one function for a major deals platform, closing the loop between creative decisions and channel performance.

- Managed social content and paid campaigns anchored by a roughly 110,000-follower Facebook community plus Instagram and LinkedIn channels.

- Served as lead designer across landing pages, app updates, email, infographics, logos, and sales materials.

- Supported ecommerce growth through landing pages converting at roughly 7% median and email programs with a 30% open rate.

APR 2019 TO DEC 2019

Associate Designer

Richard Attias & Associates

NEW YORK

- Produced environmental, print, digital, social, web, and app prototype assets for large-scale global conferences and high-profile events.

- Built and supported the FII 2019 design platform, a global event with 6,000+ senior-level attendees and speakers from 30+ countries.

- Kept creative consistent from screens to rooms to printed programs across international handoffs and on-site production days.

SEP 2018 TO FEB 2019

Graphic and Motion Designer

Agency FiveEighty

NEW YORK

- Produced motion graphics, title sequences, and broadcast-ready marketing collateral from concept to final delivery for Spectrum, the New York Jets, Coca-Cola, and FISLL.

- Delivered 15-second and 30-second outdowns across 3 aspect ratios, managing over 5 revision rounds and over 10 deliverable formats per campaign.

JUN 2017 TO AUG 2017

Designer

Pipeline Medical

NEW YORK

- Built Pipeline Medical's brand identity and B2B supplier marketplace from zero, from logo system through core procurement screens.

- Delivered developer handoff assets, display ads, social assets, and buyer-education collateral for launch.

FEB 2016 TO MAY 2020

Marketing and Design Team Lead

SR Love and Care

NEW YORK

- Built and led a volunteer marketing team for a global humanitarian nonprofit, growing it from 5 to over 15 members across four years.

- Founded a dedicated design team as demand grew, setting workflows, standards, and mentorship before handing off the function.

MAR 2014 TO AUG 2019

Marketing Coordinator

Kumon

NEW YORK

- Produced print and digital marketing collateral, ran paid campaigns, and managed social media for one Kumon center; building an early model for connecting creative production to local lead generation.

05 · EDUCATION

2014 TO 2017

B.S. Computer Science

New York University

- CS foundation for systems thinking across UI, web, analytics, AI-assisted workflows, and creative production.

06 · SELECTED SCOPE

27

SOCIAL ACCOUNTS
SPORTIME CLUBS

300+

TOTAL ASSETS
RA&A

40

PRODUCT SCREENS
THE NINTH

130K

FOLLOWERS MANAGED
DEALNEWS

07 · CONCEPT PROJECTS

2026

The Ninth

BRAND · UI/UX · MOTION

Unaffiliated concept treating esports fans as members rather than a passive audience. Brand system, product UI across 40 screens, 8 AI-assisted features, motion states, and social-first launch routes.

2025

Level

BRAND · UI/UX · MOTION

Prediction-market app concept built around responsible use and product trust. Thirty screens including guardrail flows, probability and risk visualizations, and onboarding logic.

2024

WISP

UI/UX · MOTION

Real-time AI host presence for live and streamed formats, combining interaction logic, interface design, prompt behavior, and motion across 3 live use cases.

POSITIONING

The value is not isolated breadth.

It is the ability to connect the idea, the production system, the channel behavior, and the feedback loop after launch.