



WORK EXPERIENCE

- 2019 - Present **FREELANCE CREATIVE DIRECTOR / COPYWRITER** ▼ Boston, MA
Breen Creative
Provide copywriting and creative direction support to both agencies and brands, with assignments ranging from new business pitches to video scripts, brand identity to packaging/web copy. Clients include Facebook Oculus, PBS, CVS Health, Shriners Hospitals and Purple Carrot.
- 2017 - 2019 **CREATIVE DIRECTOR / COPYWRITER** ▼ Newton, MA
Viewpoint Creative
Led a creative team of copywriters, art directors, animators & editors through development and execution of various TV, digital, social & branding campaigns. Clients included entertainment brands like HBO, Showtime, Travel Channel & National Geographic as well as consumer brands such as Clarks and Honey Dew Donuts.
- 2017 - 2017 **SENIOR COPYWRITER** ▼ Boston, MA
Arnold Worldwide
- 2015 - 2017 **COPYWRITER**
Arnold Worldwide
Developed creative content for clients including Progressive Insurance, the National Association of Realtors, Priceline, Tribe Hummus and Jack Daniel's across TV, digital and experiential platforms. Managed junior creative teams on the National Association of Realtors and Tribe Hummus, overseeing their work from conception to completion.
- 2015 - 2015 **SEGMENT PRODUCER** ▼ Boston, MA
Phantom Gourmet
Wrote and produced 2-3 of the 4 featured packages per show along with guest introduction packages and "Great 8" segments. Conducted on-camera interviews with chefs, restaurant owners & general managers. Coordinated travel throughout New England.
- 2013 - 2015 **ASSOCIATE PRODUCER** ▼ Watertown, MA
Soup2Nuts Animation
Functioned as Associate Producer for the Emmy Award-winning children's series *WordGirl* as well as Producer for the studio's commissioned projects, including short videos for *Sesame Street* and the Boston Red Sox. Wrote *WordGirl* episodes "Patch Game" and "Arts Parts," which star Patton Oswalt, Maria Bamford, Chris Parnell & Weird Al Yankovic.
- 2012 - 2013 **PRODUCTION ASSISTANT** ▼ Boston, MA
WGBH Creative
Created television & radio spots for shows including *Antiques Roadshow* and *Call the Midwife*, as well as the on-screen graphics during Pledge periods and radio copy heard daily on 89.7 WGBH and 99.5 WCRB. Managed logistics of various ad campaigns, from billing paperwork to trafficking ads to media buyers.



AWARDS

Clio Award, Network Branding, Promo – Bronze (2019)
New England Emmy Award, Promotion News Promo-Single Spot - Nomination (2019)
One Show – Shortlist (2018)
One Show – Merit (2017)
Effie Award – Finalist (2017)
HATCH Awards – 5 Gold, 2 Silver (2016)
Daytime Emmy Award, Outstanding Children's Animated Series – Nomination (2016)



EDUCATION

- 2013 - 2016 **MFA in WRITING** ▼ Montpelier, VT
Vermont College of Fine Arts
- 2008 - 2012 **BS in FILM & TELEVISION** ▼ Boston, MA
Boston University, Summa Cum Laude