
Summary.

- Multifaceted global leader with over 20 years of creative & brand strategy, brand operations and leadership experience across a variety of industries, including beauty, fashion, consumer goods and nonprofit
- Seasoned creative director and strategist with success launching, revitalizing and transforming over 20 brands, coordinating art direction and production for a \$120M haircare line, one of L'Oréal's largest launches in a decade
- Accomplished creative leader with a balanced focus on quality, delivery and profitability having led multiple process improvement initiatives resulting in significant cost-savings and operational efficiencies of up to 75%
- Collaborative and influential business partner skilled at partnering externally and cross-functionally to deliver exceptional results having implemented and enforced unified global brand guidelines across 40 markets for a \$600M brand
- Respected leader, manager and mentor with experience building, leading and developing high-performing teams of 20+

Experience.

L'Oréal Paris

Creative/Art Director [Sep 2022 — present]

- Overseeing global creative for L'Oréal Paris Haircare (\$345M) – brand, digital, packaging, promo, display and merchandising
- Leading complete brand renovations of EverPure & Elvive franchises, comprised of 20+ sub-brands and 100+ skus
- Directing rebrand for POS displays on NA retail accounts – Walmart, CVS, Target, Walgreens, Ulta, Sams Club, Costco, BJ's

Homedics/FKA Brands

Senior Creative Director [Feb - May 2022]

- Spearheaded implementation of rebrand across \$100M tech & wellness brand; managed rollout across 6 core business functions
- Established creative standards and oversaw photography for 20+ star products generating over \$20M+ YoY

Various Clients

Creative Director [Sep 2019 — Feb 2022]

Built and scaled creative/marketing efforts with a focus on digital-first strategies to boost revenue, reach and other KPIs

- Clients: Maybelline, Essie, Ralph Lauren Fragrance, Matrix (L'Oréal), Rimmel London, The Harmonist, daniPro Nails

DevaCurl *(acquired by Henkel, 2019)*

Creative Director [Sep 2018 — Jul 2019]

- Oversaw in-house creative team of a fast-growing \$100M haircare brand specializing in naturally curly hair
- Redefined creative strategy and led the transformation of key operational processes to drive focus on digital channels, positioning the company for global expansion
- Revamped the company's E-commerce site delivering a polished, easy-to-navigate customer experience with integrated social media capabilities – grew online sales by over 30% QoQ
- Gathered market research, brand analytics and insights to rebuild the brand's ethos and establish new brand standards
 - Designed and implemented 80-page brand bible launched internally and with all agency partners, gaining buy-in and coordinating cross-functionally with digital/social media, PR, marketing and sales teams throughout the project
- Managed a \$3M budget for content creation and design and oversaw a team of 15 copywriters, art directors, digital designers and production specialists – influenced and managed a total annual spend of over \$5M; generated savings of over \$150k

Better Beast

Founder, Chief Operating Officer [Feb 2015 — Jun 2018]

- Created operational structure and processes to develop, produce and market a Haitian-inspired high protein peanut butter and partnered with the CEO/CMO to set strategy and vision for the start-up company
- Researched, evaluated and implemented a U.S.-based manufacturing and co-packing model ensuring compliance with technical FDA food safety and labeling requirements
- Implemented technical systems and virtual capabilities enabling company to seamlessly and efficiently grow to seven employees
- Co-led the development of brand and go-to-market strategies successfully launching the product in NY/NJ/CT region – developed creative materials and represented the brand at local and national trade shows

Experience.

L'Oréal Group [2005 — 2013]

L'Oréal Paris

Creative/Art Director [2011 — 2013]

- Coordinated creative, art production and technical quality control for the \$120M U.S. launch of L'Oréal Paris Advanced Haircare, one of the brand's biggest, most successful and most complex 360-degree launches within the decade
 - Partnered with a team of six in-house consultants designing packaging, in-store design/displays and marketing materials
- Designed marketing and point-of-purchase materials for the U.S. launches of Evercurl and Oleotherapy haircare brands
- Revamped packaging, in-store displays and print collateral to revitalize the Studio Line and Elnett hairspray franchises
- Streamlined vendor processes across more than four brands gaining efficiencies of over 25%
- Led quality assurance at a new production facility for the \$150M Hair Expert brand ensuring that packaging, labeling and quality across all 90 SKUs met L'Oréal's rigorous standards and savings of over 30% were fully realized

L'Oréal USA - Matrix DMI / Redken 5th Avenue

Global Associate Creative Director [2004 — 2009]

- Oversaw the development and production of global marketing, point-of-purchase and digital creative content for the \$600M portfolio of nine professional hair color and hair care brands – supervised a team of six designers
- Led the enforcement of global brand guidelines and creative standards, successfully unifying the brand's image across 40 countries
- Consulted with global marketing teams to effectively translate strategies and concepts for local markets driving growth of over 12% in key markets in APAC and LATAM
- Successfully redesigned and relaunched the Logics professional hair color brand in the U.S. overhauling the strategy, concepts and packaging achieving a 22% boost in sales
- Oversaw project management, art direction and quality control partnering with developers and manufactures on the aesthetics and functionality of packaging for over 20 newly developed products
- Worked cross-functionally to refine and formalize a production checklist ensuring all stakeholders understood their responsibilities and deadlines effectively accelerating time to market by 10%

Education.

Rutgers Business School (online certificate)

- Supply Chain Logistics, Supply Chain Operations, Supply Chain Planning

Syracuse University, School of Visual and Performing Arts

- Bachelor of Fine Arts in Communications Design

Rhode Island School of Design

- Foundation Studies in Architecture