
Creative Operations Professional

Change Management Expert / Digital Process Improver / In-House Agency Builder

A leader with proven success in establishing full service, award-winning in-house agencies focused on brand management, social and digital marketing. Consistently builds best-in-class teams, which thrive on mentoring team members to push operational and creative boundaries. **Areas of Expertise include:**

Strategic Marketing | Change Management | Digital/Traditional Media | Cloud, Project Management & Data Technologies | Global Operations | Agile & CSPO Processes | Leading Multidisciplinary Teams

Career Experience

Bory Consulting Group, New York, New York

(September 2020- Present)

Helping brands build best in class, in-house creative agencies one team at a time.

OPERATIONS & CREATIVE AGENCY ADVISOR

The ability to provide clarity to building in-house marketing and creative teams is what I offer my clients. As a creative operations strategist, I see through the clutter and pinpoint the essential elements that will bring your teams to the next level.

AT&T Entertainment Group, New York, New York

(October 2008 to September 2020)

Division focused on delivering innovative, unique media & entertainment services to digital, social and broadcast platforms.

ASSISTANT VICE PRESIDENT, CREATIVE OPERATIONS

Established the New York Creative Services in-house agency from start up. The team impacted subscriber growth and revenue for AT&T's consumer brand and its sub-brands. Supported 40+ business units for mobility, fiber/internet, and video business. Won IHAF Best-In-House Agency of the Year, 2017 and 250 industry awards.

- ◆ Directed all areas of creative operations including staffing (100+ employees), finances & budgeting (\$30M+), P&L, agile & waterfall processes, contract labor management, technology development, training, employee relations, and corporate compliance.
- ◆ Consistently exceeded all departments' KPIs by an average of 25% year over year.
- ◆ Introduced SaaS solutions to streamline creative development, including Adobe Digital Asset Management, Cloud & Hosted storage and Workfront project management systems, exceeding ROI by 20%, saving millions of dollars.
- ◆ Extensive experience in media and entertainment, producing over ten thousand award winning print, digital, animation and social media projects each year. Encouraged staff to think outside of the box and not fear failure.
- ◆ Supervised a reporting staff of 30+ employees, focused on creative operations, digital studio, retouching, animation, project management, asset management, IT and facilities management.
- ◆ Skilled in fostering a positive work environment, resulting in a 98% retention rate which was the highest in the company.

Lehman Brothers, New York, New York

(August 2005 to September 2008)

A global financial services firm. Supervised offices in U.S., London, and Asia.

VICE PRESIDENT / MARKETING OPERATIONS DIRECTOR

Directed global marketing operations in London, Asia, and the United States. Managed a yearly staffing budget of +\$10M and an overall departmental budget of \$15M.

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- ◆ Re-establishment a global marketing design group (50+) executing 15,000+ projects yearly, including advertising, events, corporate communication, websites, and high-net-worth literature.
- ◆ Overhauled the process for corporate requests and instituted guidelines for fulfillment that resulted in 15% cost savings while ensuring compliance with Sarbanes Oxley.
- ◆ Introduced SaaS solutions for Dam, Adobe document management and web-based self-publishing systems, which enhanced productivity saving millions of dollars.
- ◆ Designed a global web-based self-publishing system for corporate events utilizing proprietary software. This global application creating event-related materials and saved the firm \$3 millions of dollars.

Euro RSCG Life MetaMax, New York, New York***(August 2003 to July 2005)****Marketing Agency specializing in strategic planning in the pharmaceutical industry.***VICE PRESIDENT / DIRECTOR OF OPERATIONS**

Restructured creative procedures and departmental guidelines to ensure consistency and align design teams based in New York and New Jersey.

- ◆ Achieved 10% ROI on materials and labor with a redesign of electronic submission processes for medical reviews and a centralized global distribution of advertising materials.
- ◆ Streamlined distribution of client materials with adoption of global file transfer technology, which exceeded company, KPI's by 15%.
- ◆ Collaborated directly with the president to develop department budgets and drive efficiencies in personnel management.

Additional work history available.

Education & CredentialsProfessional Development

- ◆ Scrum Alliance: Certified Scrum Product Owner (CSPO), 2021
- ◆ ICAGILE: Certified Professional Agile In Marketing (ICP-MKG), 2021
- ◆ Google: Advanced Analytics Training, 2021
- ◆ Google: Analytics for Power users, 2021
- ◆ LinkedIn: Artificial Intelligence Foundations, Machine Learning, 2021
- ◆ Columbia University: Certificate in Digital Marketing, 2020
- ◆ Columbia University: Certification in Stukent Mimic Pro & Social, 2020
- ◆ LinkedIn: Digital Strategy, 2020
- ◆ Twitter: Twitter Flight school Certificate, 2019
- ◆ LinkedIn: Agile Marketing Certificates, 2019
- ◆ American Red Cross: Certified in CPR, 2015
- ◆ New York University: Certificate in Information Management, 1998
- ◆ School of Visual Arts: Animation and HTML Certificates, 1998

Awards / Recognitions / Presentations

- ◆ IHAF Best-In-House Agency of the Year, 2017
- ◆ 2016 AT&T Goldie Award for outstanding employee achievements

Industry Speaker in Creative Operations

- ◆ Henry Stewart Dam & Creative Operations Conferences, 2016, 2017, 2019, 2020
- ◆ LinkedIn Publisher; In-House Creative Agency, 2020, 2021
- ◆ Adobe AEM & XD product development beta testing partner