

The following 5 pages will highlight what I've accomplished within my career over the last few years. You'll see me bring brands to life across digital, social, broadcast, etc... And you'll see me grow from being responsible for my own work, to being responsible for the work of teams larger than even some agencies.

But what you probably won't see, is the story of an immigrant who landed in America at 18 with my mother. A kid who saw a big future ahead of me, and took it by the reins. You might miss the days when I collected flyers from stores so I could break down what filters, effects and tricks were used to create them. You'll miss me calling agencies to work for free, hoping to build a better portfolio. And you'll definitely miss when I was a lonely kid

prompting me to create Wideya.com, an online community for Caribbean people so that immigrants like me could connect.

The following 5 pages will do an O.K. job of showing the incredible adventure I've been on and how it's shaped me in every way through a career that embraces the diversity my unique POV brings.

At the least, the following 5 pages should give you a taste of what I can do, and who I am. But, in all honesty, we should talk. 5 Pages will fall short of you and I figuring out how to best help your team. But a 30 minute conversation should help us write a novel-worth of ideas, building our next chapter together.



I loved pushing the boundaries with my team, however I found a real sense of accomplishment in helping steer the Culture of the agency by working on agency initiatives that would put Creativity and individuality 1st and foremost for our people

Creative Director

McCann Health, NY

2018 - 2019

Provided oversight for \$24MM in revenue across brands for both US and Global markets, while pursuing organic growth opportunities leading to an additional \$2.3M in out-of-scope revenue.

Nurtured the talents of 22 creatives within copy and art, creating an environment where innovative thinking was encouraged and celebrated.

Lead teams through concepting exercises resulting in Market Shaping Campaigns followed by successful 360 integrated HCP facing drug launches for both Parkinson's Disease and HIV.

Instrumental in spearheading New Business pitches while pursuing philanthropic partnerships outside of our client base

Key figure in a Diversity & Inclusion panel discussion with McCann Worldgroup CEO Harris Diamond, discussing ways to bolster a culture of inclusion and attract minorities in Leadership to the McCann network.



My goal has never been to simply execute the tactic in the line item, but to solve the brands problem in the most meaningful way. Sometimes, that means hiding the brand from view all together



Ass. Creative Director, Art

McCann Health, NY

2015 - 2018

Creative lead for SIMPONI Aria, launching a 360 integrated campaign for both US Physician and patient. This included positioning research, brand planning, campaign concept exploration, Quant/Qual research, campaign execution development and launch.

Creative Lead for Biosimilar Defense, a digitally driven campaign employing the activation of patients and brand advocates to help support the launch and it's social initiatives. This included mobile-first UX/UI web development, print, digital and broadcast (TV) creative.

Lead the US and Global HCP facing Launch of the 'Everything' campaign for Abbott's Bioresorbable Scaffold, the first ever of it's kind which was supported by eDetails, custom scaffold animation launch graphics, web UX/UI and various digital tactics.

Creative Lead/Client Facing for REMICADE® (\$4B Annual Revenue), launching the US HCP campaign for the Gastro space.



Two weeks after having our second child, there we were, both covered in poop and spit up with no wipes nearby and only our clothes to help us clean up? How could we possibly share this story with our family quickly using the two clean fingers we had. If only there was an app for that...



Digital ECD - Co/Creator

Bundle of Emojoy, NY
2016 - Present

Worked through a variety of UX/UI idea prototypes drawing from Best in Class Emoji Applications in the marketplace. Designed and developed in Sketch for dev team hand off.

Designed and developed mobile 1st website - bundleofemojoy.com as well as additional social marketing digital properties.

Provided Creative Direction to US and Global illustrators for character development based on character flexibility for future expansion packs.

Worked with off-shore development teams in executing builds for both iOS and Android platforms.

Identified overall rollout and social engagement strategy in-line with 2016/2017 objectives, tapping into various metrics to determine KPIs.



I was fortunate enough to travel the U.S. meeting people struggling with diabetes. Those trips made an impression on me and gave me pride that my talents were helping people

Sr. Art Director - Digital

Hill Holliday, NY

2014 - 2015

Lead digital AD, brought onboard to work on initiatives including digital, social media films and Google partnerships.

Responsible for Launching Janssen INVOKANA/INVOKAMET branded desktop and mobile websites, providing creative direction and leadership to internal UX and off-shore dev teams.

Partnered with Google+ to develop several Google Hangouts events called 'Type 2 Talks' as a part of Janssen Pharmaceutical's Innovation initiative for INVOKANA CarePath.com.

Developed Patient docu-series highlighting users of INVOKANA in their homes across several states. Videos were part of an advocacy program called INVOKANA CARES which encouraged patients to upload their stories to INVOKANA.com for a chance to have their broader story filmed.



In a small team of 12 I found myself working in every facet of Creative. From copy, to editorial, to production, animation, film, photography - my years at Syneos was like living in a Toy Store ran by children

Sr. Art Director

Syneos Health, NY
2010 - 2014

Lead creative for a variety of Broadcast PSAs including Voices of Meningitis with Olympian Dara Torres, Get Schooled in Anaphylaxis with actress Julie Bowen, Show Your Stripes with NASCAR Hall of Famer Richard Petty and others.

Helped shape the strategic development of Novo Nordisk's Ask.Screen.Know Campaign with celebrity spokespersons Rev Run of RUN DMC and actor Christopher Noth.

Negotiated vendor contracts, coordinated set design and directed PSA Campaign photo shoots with various celebrity spokespersons including Kris Jenner, Barry Manilow, Adrien Peterson and others.

Stepped into the role of photographer for several campaigns, per the client's request, shooting for Tylenol, Roche, Novo Nordisk and Mylan.