

Profile

Award-winning communications consultant in political and advocacy media. Seasoned strategist and writer with keen storytelling skills, a strong visual sense and the ability to bring people together to create communications products that change minds and inspire action. Experienced director and producer of television, radio, print and digital advertising and long-form media.

Executive Experience

CREATIVE LOGIC COMMUNICATIONS LLC

President & Owner

NEW YORK, NY

2015 - present

Founder and principal of full-service media consulting firm that wins campaigns, builds support for issues, and improves branding. Collaborates with strategic partners to develop inspiring messages, write compelling scripts, direct shoots and manage all aspects of production and placement. Clients include:

- ❖ Planned Parenthood Federation of America
- ❖ The United Brotherhood of Carpenters
- ❖ RDT Productions Inc.
- ❖ Planned Parenthood of Greater Ohio

THE NEW MEDIA FIRM

Partner

WASHINGTON, DC

2007 - 2015

Media strategist and partner for progressive political and advocacy advertising firm. Helped build company into a full-service TV, radio, print and online agency with revenue growth in the millions of dollars. Managed teams of writers, producers, editors, designers, and field crew members to win tough races across the country. Campaigns included:

CANDIDATES

Barack Obama for President – Independent Expenditure
Gov. Mark Dayton – Independent Expenditure (MN)
Gov. Maggie Hassan – Independent Expenditure (NH)
Gov. Ted Strickland (OH)
Atty. Gen. Richard Cordray (OH)
Sen. Sherrod Brown – Independent Expenditure (OH)
Sen. Al Franken – Independent Expenditure (MN)
Rep. Michelle Lujan Grisham (NM)

ORGANIZATIONS

Alliance for a Better Minnesota
Americans for Health Care
Basic Rights Oregon
Common Cause
EMILY's List
Health Care for America Now
Ohio Democratic Party
Sierra Club

BALLOT INITIATIVES & REFERENDA

No on 54, 49, 47 - Anti-Worker (CO)
No on One - Anti -Tax Limitation (MA)
Yes on B - Home Health Care (MO)
No on Issue 2 - Workers Compensation (OH)
No on 58 - 64, Yes on 56, 57 - Defend Oregon (OR)
Yes on 51 - Marijuana Legalization (DC)

LABOR UNIONS

AFL-CIO
Communications Workers of America
LIUNA
National Education Association
New Jersey Education Association
Service Employees International Union (SEIU)

CREATIVE LOGIC INC.

President & Owner

WASHINGTON, DC

1998 - 2007

Founder and principal of full-service media consulting firm specializing in political and issue advertising and film and video production. Served as the lead strategist and writer on numerous campaigns and directed a team of talented freelance production professionals, editors, graphic designers and production crew members. Strategic partners and clients included:

LAGUENS HAMBURGER KULLY KLOSE

- ❖ UFCW – Barack Obama for President
- ❖ Debbie Stabenow for U.S. Senate (MI)
- ❖ Ben Cardin for U.S. Senate (MD)
- ❖ Dennis Moore for Congress (KS)
- ❖ Xavier Becerra for Congress (CA)
- ❖ No on Initiative 226 (CA)
- ❖ Yes on School Bond Measure 55 (CA)
- ❖ The Nature Conservancy
- ❖ Human Rights Campaign Fund
- ❖ People for the American Way

GRUNWALD COMMUNICATIONS

- ❖ Paul Wellstone for U.S. Senate (MN)
- ❖ Jeanne Shaheen for Governor (NH)
- ❖ Harvey Gantt for U.S. Senate (NC)
- ❖ Amy Klobuchar for U.S. Senate (MN)

THE NATIONAL EDUCATION ASSOCIATION

- ❖ Harry Mitchell for Congress (AZ)
- ❖ Tessa Hafen for Congress (NV)
- ❖ Patricia Madrid for Congress (NM)
- ❖ Video programs for Representative Assembly

GEDDINGS, PHILLIPS & ANDERSON COMMUNICATIONS

- ❖ Tim Bishop for Congress (NY)
- ❖ Jim Hodges for Governor (SC)
- ❖ Bruce Lunsford for Governor (KY)
- ❖ John Fernandez for Secretary of State (IN)

FENN COMMUNICATIONS

- ❖ Purdue Pharma – Series of five TV ads to combat prescription drug abuse

THE COMMONWEALTH OF THE BAHAMAS

- ❖ Video promoting global investment in The Bahamas, narrated by Sir Sidney Poitier

Communications Experience**SHRUM, DEVINE & DONILON**

Producer / Director

WASHINGTON, DC

1996 - 1998

Wrote, directed and produced TV and radio ads for leading Democratic campaigns including:

- ❖ Tom Harkin for U.S. Senate (IA)
- ❖ Bob Torricelli for U.S. Senate (NJ)
- ❖ Jack Reed for U.S. Senate (RI)
- ❖ Thurbert Baker for Atty. Gen. (GA)
- ❖ Richard Gephardt for Congress (MO)
- ❖ Mel Watt for Congress (NC)

POWELL TATE

Communications Strategist

WASHINGTON, DC

1995 - 1996

Supervised public relations campaigns for GTE, Trigon Blue Cross Blue Shield and Stanley Tools.

GRUNWALD, ESKEW & DONILON

Producer / Director

WASHINGTON, DC

1993 - 1995

Directed and produced ads for leading Democratic campaigns including:

- ❖ Frank Lautenberg for U.S. Senate (NJ)
- ❖ James Sasser for U.S. Senate (TN)
- ❖ Joe Lieberman for U.S. Senate (CT)
- ❖ Daniel P. Moynihan for U.S. Senate (NY)
- ❖ Kathleen Connell for Controller (CA)
- ❖ “Hillary Gump” – 1995 Gridiron Dinner

Education**THE AMERICAN UNIVERSITY**

Master of Arts, Journalism & Public Affairs

WASHINGTON, DC

BOSTON UNIVERSITY

Bachelor of Arts, Political Science

BOSTON, MA