

PROFILE

Creative Director. Story Teller. Pop Culture Lover. Father. Executive. My passion for design was born from a love of typography and street art. Today that passion has driven me to specialize in helping brands create compelling narratives and connect with consumers. During my award winning 20+ year career, I've had the opportunity to create across many mediums for various global brands including Pepsi, Anheuser-Busch, and Sony. My current role is Executive Creative Director at Tracy-Locke's Wilton CT office. In this position I oversee creative development for clients like Pepsi, JBL, & CHPA. I also help to drive new business, mentor young talent and inspire the creative process while creating a fun environment with a collaborative culture. I love what I do.

CONTACT:

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EDUCATION:

Bachelor of Arts, Graphic Design
Western Connecticut State University,
Danbury, Connecticut, 2001

AWARDS:

2022 Gold Effie - Pepsi/Full of Detroit Soul
2022 Silver Reggie - Pepsi/Full of Detroit Soul
2022 Gold ADDY - Pepsi/Full of Detroit Soul
2022 Bronze ADDY - Bubly Rainbow Suite

2019 Silver ADDY - TL Social Campaign
2019 Bronze ADDY - Buchanan's Posters

2016 Design of the Times Gold - Budweiser
Holiday Display

2009 Golden Pencil - Pepsi Rockband

WCSU Anne Sippi Connor Trust Fund Award

Dean's List: Fall 1998, Spring 1999, & Spring 2000

References available upon request

WORK EXPERIENCE:

2001 – Present / Tracy-Locke – Wilton, CT

Executive Creative Director

Progressed from Associate Art Director to Executive Creative Director at Pepsi's foremost shopper marketing agency. Currently leading work for all Pepsi's Divisions, JBL, & CHPA teams while managing 15+ creative employees. The Pepsi Division's team handles local marketing campaigns from Maine to California and everywhere in between. Driving the ideation process and creative output across sports, music, multi-cultural, shopper and brand marketing are daily functions. Work with all types of media including: print, digital, TV, radio, etc. Other tasks involve maintaining healthy business relationships with existing clients, presenting & pitching ideas to current and future ones as well as running all of TracyLocke's social platforms. Previous Pepsi teams within TracyLocke include Sports, Shopper Marketing, Food Service & Field. Previous accounts at TracyLocke also include Anheuser-Busch, Diageo, Dick's Sporting Goods, Tropicana, Gatorade & Rolling Rock.

2016 – 2019 / TLNY – New York, NY

Executive Creative Director

As the lead creative running an office, I oversee all aspects of this TracyLocke sister office. Responsible for the vision and overall aesthetic of the office as well as all of the creative that comes out of it. Client roster included Bud Light, Budweiser, Sony, Captain Morgan, and Godiva.

2000 – 2001 / InstiPro Inc. – New York, NY

Designer/Junior Developer

Assisted in design and developed web applications using html, css, dhtml, and javascript as part of front-end web development team for instipro.com.