
20+ years experience in media, strategy & creative. I help advertisers evolve their investment and impact in digital media

SPECIALTIES

Digital-first media planning. Multi-channel, full-funnel-phase advertising.
Digital Media Strategy, Measurement & Performance Optimization.
From Awareness to Consideration to Intent to Sales to Loyalty.

VALUES

Leadership, Learning, Service, Accountability

EXPERIENCE

Director of Paid Media at Yebo

January 2020 - Present | Richmond, Virginia

Yebo is a full-service advertising agency with a retail heritage bringing consumer brands to market with world class creative and channel-agnostic media strategies.

Director of Interactive Media at Barber Martin Agency

November 2013 - December 2019 | Richmond, Virginia

Barber Martin Agency was a full-service advertising agency focusing on challenger brands headquartered in the Southeast.

Design Director & Senior Producer at Madison+Main

October 2007 - October 2013 | Richmond, Virginia

Madison+Main is an award-winning, advertising and new media firm that provides creative marketing solutions for emerging companies.

Visual Content Director at RVA Magazine

June 2006 - October 2007 | Richmond, Virginia

RVA is a curated culture magazine and a thriving online community, reflecting the creative class of Richmond, Virginia.

Creative Director at Alternative Apparel / Icebox

January 2001 - June 2006 | Atlanta, Georgia

Alternative is a lifestyle apparel brand at the forefront of the fashion industry. Icebox decorates the product with unique expertise from concept to construction.

Art Director at Elemental Magazine

January 2002 - June 2005 | Atlanta, Georgia

Elemental Magazine was an independently published, internationally distributed hiphop magazine featuring today's household names, before they were considered legendary. MF DOOM, J Dilla, Killer Mike and others.

EDUCATION

VCU

School of Business

GSIB – Marketing

Appalachian State Univ.

Art & Technology

BFA, Graphic Design

Woodberry Forest School

Class of 1995

CERTS & AWARDS

IAB Sales

2016 – Present

Individual Certification

Interactive Advertising Bureau

IAB Buying & Planning

2016 – Present

Individual Certification

Interactive Advertising Bureau

Google Analytics

2014 – Present

Individual Qualification Certification

Google IQ

Google Ads

2013 – Present

Individual Certification

Search, Display, Mobile & Video

The Richmond Show

2021, 2020, 2018, 2010, 2008, 2007

Cannonballs for Interactive Media
& Nontraditional Promotion

Social Media for Social Good

Conference 2009

Group Discussion Leader

at Jepson Leadership School

University of Richmond
