

SUMMARY

Senior-level, strategic creative leader with a unique skill-set in branded content, journalism, advertising, screenwriting, multimedia production, photojournalism and social media. I apply a journalistic sensibility in research and observation to create enduring brand stories for businesses. I have worked for some of the world's top media companies including American Express Publishing, The New York Times, Forbes, Rolling Stone as well as Columbia Pictures, Ralph Lauren Media, Lands' End and IDG. Technology lover – build my own computers.

THE NEW YORK TIMES COMPANY, New York, NY

September 2010 - Present

Contributing Photographer

- ◆ Photographer of news and features for both *The New York Times* and *The Boston Globe*. Photographed the 2012 Presidential race with extensive photography of Mitt Romney and Elizabeth Warren as well as the other candidates.

AMERICAN EXPRESS PUBLISHING, New York, NY

July 2003 - Present

Contributing Editor/Photographer—Departures & Black Ink Magazines

- ◆ Writer of adventure travel, technology and business articles for American Express' premier lifestyle magazine. Circulation reaches over 1 million Platinum Card members. Recent trips include fly fishing on New Zealand's south island, new hotel discoveries on Costa Rica's Pacific coast and fly fishing for Atlantic salmon on Russia's Kola Peninsula. Also contribute to *Black Ink* magazine which is circulated exclusively to Centurion Card members. Photographer using Canon EOS digital SLRs to supply images for the stories that I write. Recently photographed the new \$110 million "Aquaventure" water park at Atlantis in Nassau, Bahamas.

LANDS' END INC., Dodgeville, WI

August 2004 – June 2007

Editorial/Creative Director

- ◆ Responsible for catalog & online editorial content, as well as typographical look/feel, for America's largest catalog publisher (approx. \$1.5 billion sales). Managed editorial staff of 20. Reported directly to CMO. Modernized catalog editorial voice to give it a magazine-like feel. Fine-tuned edge-driven headlines, catalog covers and body copy. Conducted on-line focus group to measure impact of editorials on catalog retention (73% of customers read articles regularly). Used journalistic techniques and "merchaintainment" along with existing creative archives to highlight corporate personalities and customer testimonials to reinforce the Midwestern heritage of the brand.
- ◆ Implemented Web 2.0 functionality on Lands' End web site to build online community for the customer. Developed *Hi Santa* holiday 2006 campaign featuring daily updates from the North Pole accessed through 1-800-Hi-Santa as well as a complimentary website featuring contests, games, Santa's blog and audio downloads.
- ◆ Developed and wrote advertising copy for print advertising, in-store collateral, TV and direct response. Pitched PR stories to the national press. Speechwriter for former CEO Mindy Meads.

RALPH LAUREN MEDIA, New York, NY

August 2000 - August 2001

Executive Editor

- ◆ In charge of writing, editing and producing lifestyle-oriented editorial content for \$200 million joint venture between NBCi and Value Vision International. Web site received approximately 5 million unique visitors annually. Reported directly to creative director David Lauren.
- ◆ Developed and implemented the concept of “merchaintainment”—an editorial technique of blending specifically tailored content to individual product pages to enhance the Polo brand and generate increased e-commerce sales.

LUXURYFINDER.COM, New York, NY

August 1999 – August 2000

Executive Editor

- ◆ Responsible for editing and producing content for \$20 million e-commerce Internet site devoted to high-end luxury goods, travel and services. Company acquired by LVMH’s eLuxury.com in May 2001.

JOURNALIST & SCREENWRITER, New York, NY

December 1991 – August 1999

- ◆ A frequent contributor to such publications as *Forbes Fyi*, *Forbes Digital Tool*, *The New York Times*, *Rolling Stone*, *Men’s Journal* and *Town & Country*.
- ◆ Developed and wrote two feature-length screenplays for Emmy Award-winning producer Bob Colesberry whose producing credits include: *Mississippi Burning*, *The Devil’s Own*, *Billy Bathgate*, *Come See The Paradise*, *After Hours*, *The Natural*, *The Road to Wellville*, et al.

COLUMBIA PICTURES & TOUCHSTONE PICTURES, New York, NY

September 1995 – June 1997

Technical Advisor

- ◆ Researched texture and factual screenplay content for *The Devil’s Own* starring Harrison Ford and Brad Pitt. Directed by Alan Pakula. Acted as a location scout photographing locations in New York, New Jersey as well as in Dublin & Belfast, Ireland.
- ◆ Hired as a technical advisor for Touchstone Pictures. Researched texture and factual screenplay content for *The Insider* starring Al Pacino and Russell Crowe. Directed by Michael Mann.

FORBES INC., New York, NY

December 1988 – November 1991

Reporter—Forbes Magazine

- ◆ Worked for one year compiling the Forbes 400 list of the richest people in America. Also researched and developed *Forbes’* first list of America’s highest-paid lawyers. Contributed to *Forbes’* annual list of the world’s highest-paid entertainers. Wrote features for various sections as *Marketing*, *Technology* and *Personal Affairs*. Television: Guest commentator on the *Financial News Network*.

EDUCATION

BENNINGTON COLLEGE, Bennington, VT, 1985: B.A.

SUFFIELD ACADEMY, Suffield, CT, 1981

WRITING & PHOTOGRAPHY WORKSHOPS:

- ◆ *Robert McKee’s Hollywood Story Structure Course*
- ◆ *Writer’s Bootcamp for Screenwriting*
- ◆ *Bennington Summer Writing Workshop*
- ◆ *Nikon Mentor Series Photography Workshops*
- ◆ *Newsweek photographer Peter Turnley’s Paris Street Photography Workshop*