



Fuseideas, Boston

Creative Director
2014 – 2026

Created TV, print, digital, radio advertising for Connecticut Lottery, Earth Shoes, National Grid, higher education institutions and travel destinations (Big Sky Montana, Bermuda). Partnered with social media, analytics and strategic teams to grow existing clients. Pitched, won and launched Bose Professional products.

PARTNERS+simons, Boston

Senior Writer
2012 – 2014

Integrated creative, including web and video development for Tufts Medical Center, Dartmouth-Hitchcock health system, Blue Cross Blue Shield, AIG multinational insurance.

Pitched, won and launched Cynosure (PicoSure aesthetic lasers), Mitralign (mitral valve repair devices), B Braun (catheter infusion therapy).

Ferrara & Co - Princeton

Executive Creative Director
2008 – 2012

Responsible for all television, print, radio work on Sanofi-Aventis, Arm & Hammer, and Foster Grant. Recruited top New York talent. Led successful new business pitches, including Allegra, resulting in record agency growth.

JWT

Creative Director
2005 – 2008

Launched Wyeth's Pristiq depression medication with original TV concept. Also created advertising for Listerine, Visine, Zyrtec, and Neosporin.

Torre Lazur-McCann

Group Creative Director
2001 – 2005

Created consumer group within healthcare agency. Pitched, won and launched Mucinex. Original concept, character and copy for TV, radio, print and web. Tripled sales in 3 months, #1 brand in drug stores, AdAge Top Ten Icons of the decade. Pharmaceutical: Plavix, Glucerna, Truvada.

McCann Erickson

Group Creative Director
1988 – 2001

Johnson & Johnson women's healthcare: Monistat (launch campaign), Fact Plus. Oral B dental care, Gillette Satin Care, Vaseline Intensive Care, I Can't Believe It's Not Butter!, Tasters Choice, Black & Decker Snakelight, Tic Tacs, Coffeemate, Breyers, Wheat Thins, Exxon Mobil.

Awards

Clio - Nynex mobile phone radio • Silver Effie-Mucinex • Bronze AME-Mucinex • Gold Effie-Black & Decker Snakelight
Silver Effie-I Can't Believe It's Not Butter! • Gold Direct Marketing Echo-Save the Children.

Public Service

Jane Doe Inc. Coalition Against Sexual Assault and Domestic Violence, National Alliance for Breast Cancer Organizations, Partnership for the Homeless, Partnership for Drug-free America, National Alliance Against Violence, Local Cape Outreach Council, Boys & Girls Clubs, Maine Work Force, NY League of Women Voters.

Education

Syracuse University, BS degree, Newhouse School of Public Communications