

## CREATIVE DIRECTOR | BRAND STRATEGY & COMMUNICATIONS

Experienced creative professional with 15+ years in Creative Director roles leading brand-driven communications in mission-based institutions. I bring strategic oversight and creative expertise to every stage of the process—from concept development to final execution. Adept at guiding teams, managing cross-functional collaborations, and producing integrated campaigns that support marketing and development goals. Equally fluent in design, messaging, and institutional voice.

## CURRENT EXPERIENCE

### **Director of Creative Services Boston Symphony Orchestra, Boston, MA 2007 – Present**

- Lead creative strategy and brand expression for the Boston Symphony Orchestra, Boston Pops, and Tanglewood across print, digital, video, and environmental platforms.
- Collaborate closely with the development department to create donor communications that support annual giving, capital campaigns, major gift cultivation, and stewardship.
- Translate the organization's brand identity and reputation for excellence into compelling, mission-driven fundraising campaigns.
- Manage an in-house creative team and external partners, including freelance designers, writers, photographers, and video producers.
- Develop creative briefs, guide copy and design execution, and maintain consistent brand standards across all channels.
- Present concepts to senior leadership and work cross-functionally with marketing, development, and executive teams.
- Champion the organizations visual identity and brand guidelines across all BSO departments and mentor designers to grow as strategic contributors.

## PREVIOUS EXPERIENCE

### **Creative Director North Shore Music Theatre, Beverly, MA 2004 – 2007**

- Directed design and visual communications for Marketing, Development, Education, and Facilities.
- Produced projection graphics and video content for mainstage productions.
- Provided art direction for photography and collaborated with internal teams to support donor and audience engagement.

### **Art Director Clear Channel Entertainment, Cambridge, MA 1998 – 2004**

- Led a design department supporting multiple regional live event markets.
- Oversaw all projects from concept through production, providing creative direction to designers, freelancers, and vendors.
- Created advertising, identity, and marketing collateral for concerts and venues across New England.
- Developed branding and promotional campaigns in a fast-paced live entertainment environment.