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this highly-awarded, astute, business-building ad agency leader leverages her creative and business acumen to elevate quality while boosting efficiency.

core competencies include development of integrated, media-agnostic creative; project and budget management; staff acquisition, development and retention; business development and strategic partnership internally & externally

Principal, Diller Consulting and Design

10/13-present

Continue to utilize marketing, advertising and design skills for small businesses and charitable causes.

EVP/Executive Creative Director

SVP/Group Creative Director

Hill Holliday
 Erwin Penland
 NY
 03-13

instrumental in growing Verizon Wireless into a national, highly-profitable, multi-channel business.

- rose to become a respected agency leader with **strong relationships at Verizon headquarters**
- integrated teams across 2 agencies in NY and SC, employing technology to build the relationship
- **managed up to 30 reports** including copy, art, design and art buying
- recruited, trained, mentored and retained staff and helped launch IPG's Women's Leadership Network
- led 3 successful pro bono accounts and was asked to join 2 boards
- 360 approach with strengths in **brand, retail, in-store, CRM, DM, digital and mobile**

Verizon Wireless, Majesco, AOL, US Trust, West Side Tennis Club, Harlem School of the Arts, Forestdale

Sr Partner/Group Creative Director

led the integration of IBM across departments resulting in much more successful campaigns.

OgilvyOne
 Ogilvy & Mather
 NY
 00-02

- **won awards for creative as well as effectiveness**

• managed half of the entire OgilvyOne creative department
 IBM e-business integrated campaign, **Grand & Gold Effies**, Silver Icon for DR print.
 IBM.com DRTV campaign, Silver Effie & Gold Caples.
 ThinkPad DRTV, real people directed by Tony Kaye.
 PeoplePC DRTV, OOH & print for dot-com; **Diamond Echo**.
 J&J Procrit and Centocor Remicade, brand/DR DTC.

VP/Creative Director

Associate Creative Director

FCB/FCB Direct
 NY
 88-00

climbed the ranks without jumping agencies, building proficiencies in print, TV, DM and CRM.

Citibank: retail print, CitiGold branding, DM, developed first web portal prototype.
 Diners Club: solely created a strongly visual global brand TV & print. **Gold Clio**.
 Kraft Gevalia: **won account and awards** for print, DM & B2B.
 USPS: **won account** and created 'Stampers' kids program, catalogue, TV & print. **Gold Effie**.
 Jamaica Tourist Board: brand/DM/DRTV campaign promoted lesser known properties.
 Prosciutto di Parma: print and OOH drove to a retail sampling program. first success in the US market.
 Marriott Resorts: produced agency's first video interactive kiosk. **Diamond Echo**.
 AT&T: DM that beat the controls.
 Merck: launched brand and kids' compliance program for Singulair asthma medication.
 Ambra Computer: launched IBM's first DR print brand. Echo award.

Art Director

branded blue chip clients at this blue chip agency.

Ogilvy & Mather
 NY
 87-88

Connecticut National Bank: filmed brand TV with documentarian Albert Maysles. real film. real people.
 Schering/Plough: OcuClear TV.
 Duracell: got TV spot produced from a training session.

Art Director

produced exquisite brand print & B2B that won awards for this tony boutique shop.

Homer & Durham
 NY
 85-87

The Boston Company, Citicorp Investment Bank
 Engelhard, Allied-Signal
 Frederick Wildman Wine Importers, Methodist Hospital

Assistant Art Director

started my career in tough economic times learning B2B & consumer print @ in-house agency.

Omni Magazine
 NY 83-85

education

University of Delaware, B.S. visual communications, cum laude, '83
 loved my department but had little regard for a team whose brand was a hen.

awards

Effies: grand, gold and silver; Clio: gold; Echo: diamond, gold; Caples: gold, silver and bronze
 New York Festivals: gold. ANDY, Creativity, ADDY, Icon & more than I can list

associations

member of the **board of directors of the Harlem School of the Arts and Forestdale** foster care in Queens
 Ad Club, IPG Women's Leadership Network

fine art

award-winning master pastellist, Pastel Society of America, gallery representation in NY, NJ and NC