

Executive Creative Director with **25 years** in film, entertainment marketing, and post-production — now building at the frontier of AI-driven content. Founder and operator who built, led, and **sold a Hollywood motion-picture advertising agency**, directing trailer and TV campaigns for the industry's biggest franchises. Today I produce high-end AI film content for brands and IP and have shipped AI tools for studios. I turn emerging technology into commercial creative output, lead teams, own budgets and P&L, and manage client relationships from concept to delivery.

CORE STRENGTHS

AI content production & generative video · Creative direction & storytelling · Trailer / promo / TV editing (Premiere, After Effects, Avid, DaVinci) · Team leadership & mentorship · Budget & P&L ownership · Business development & client management · Campaign strategy & market testing · AI workflow & localization tools

EXPERIENCE

Executive Creative Director / Chief AI Alchemist | Greenhaus Studios

2019 – Present

- Produce, write, edit, and sound-design high-end AI-generated content for brands and original IP.
- Night of the Cadillacs** — partnered with the Exposé comic universe to transform still comic art into fully animated content.
- Built **ReFram** (refrain.ai), an AI localization app that translates complex broadcast graphics packages into any language in seconds while preserving design integrity; in testing with a major London agency.
- Delivered motion-graphic sequences for *The Invisible Man* (Universal), *Daughters of the Cult* (ABC/Hulu), and *Little Miss Innocent* (ABC/Hulu).

Creative Director / Editor | Lindeman Associates, Los Angeles

2017 – 2019

- Lead creative on *The First Purge* trailer and TV campaign — third campaign delivered for the franchise.
- Produced and edited TV and digital campaigns for *Pacific Rim: Uprising*; additional work on *Halloween*, *Glass*, and *Detective Pikachu*.

Co-Owner, CEO & Executive Creative Director | Vibe Creative, Los Angeles

2008 – 2016

- Founded, scaled, and **sold** a motion-picture advertising agency; owned administration, budgets, staffing, legal, and technology.
- Led business development and high-profile client relationships, including Sam Raimi, Roland Emmerich, and Quentin Tarantino projects.
- Oversaw all creative output and ran market-testing analysis and campaign strategy across demographics.
- Notable campaigns: *Ant-Man*, *The Amazing Spider-Man 1 & 2*, *Ted 1 & 2*, *21 & 22 Jump Street*, *Django Unchained*, *The Purge 1–3*, *Maleficent*, *Snow White and the Huntsman*, *Battle: Los Angeles*, *The Karate Kid*, *Salt*.
- Mentored junior staff who are now studio executives and agency owners.

Senior Trailer Editor | Create Advertising Group, Los Angeles

2005 – 2008

- Cut teasers, trailers, and TV spots for *Spider-Man 3*, *Ghost Rider*, *Casino Royale*, *Quantum of Solace*, *Hancock*, *Stealth*, *Wanted*, and *Eragon*.

Assistant Editor / Editor | In Sync Advertising, Los Angeles

2003 – 2004

- Began editing career as assistant editor; promoted to editor within one year.

SPEAKING, TEACHING & ADVISORY

- Guest Lecturer**, “AI as a Creative Tool in Filmmaking” — Newhouse LA, Syracuse University (S.I. Newhouse School / Dick Clark LA Program), 2025.

- **AI Consultant**, Florida State University Film School (my alma mater) — advising on AI adoption in film education and production, 2025.
- **Invited Panelist**, “AI & Technology in Filmmaking” — San Diego International Kids’ Film Festival, Carlsbad, CA, 2026.

SELECTED DIRECTING & FILM WORK

- **MONITOR** (2016) — Producer / Director / Editor / Co-Writer. Starring Ben Feldman and Lauren Miller Rogen. Cannes Short Film Program; Best Picture, Hollywood Boulevard Film Festival.
- **The Purge: Anarchy** Teaser (2015) — Director, for Universal Pictures.
- Director: MPAA social announcement (2013); 20th Century Fox anti-piracy spot (2006); Konami “Rock Revolution” (2006).

EDUCATION

Bachelor of Fine Arts, Film | Florida State University Film School

1998 – 2002

- Selected as 1 of 5 students to write and direct a fully university-funded thesis film (*Serial Games*).