

Wayfair | Creative Director: B2B

Wayfair Professional Brand | Dec 2018 – Present

- Defined and championed the creative vision for Wayfair's B2B brand across all channels during a critical expansionary phase (\$900M to \$2.5+B).
- Evolved the Wayfair Professional brand identity utilizing deep customer research. Comprehensive overhaul included: new name, logo, design system, tone of voice, tagline, and unified cross-brand architecture.
- Established foundational B2B end-consumer personas (contractors, interior designers, etc.) and spearheaded the launch of the brand's first segment-specific campaigns, driving targeted engagement.
- Architected strategic creative frameworks, including a content franchise system, value messaging toolkit, and creative promo strategy.
- Collaborated with top-tier partners (Pinterest, Conde Nast, Hearst) and achieved +8.4 point lift in brand favorability on Pinterest.
- Directed the omni-channel creative execution of high-stakes shopping holidays and seasonal campaigns, including Way Day (+\$30M B2B GRS, +140% lift) and the Design Trends Campaigns (+43% site traffic YoY through micro-influencer strategies and Realtor.com coverage).
- Developed innovative experiential creative for industry events, achieving 25% connection rate and 90% reduction in cost per lead.
- Conceived and executed the highly successful Tastemakers Designer Shops Affiliate Program by onboarding 40 influential designers (1.8M+ collective following). Achieved 90% reduction in marketing spend, 18% increase in social media impressions, and press coverage in AD Pro and House Beautiful.
- Launched new organic social strategy with 30% YoY growth on Instagram, 20x increase in content engagement, and 130% improvement in content production efficiency.
- Directed a strategic homepage redesign focused on personalized content, resulting in +16% increase in revenue per session and 194% boost in CTR.
- Produced 2,000+ 3D images, becoming the first Wayfair team to fully embrace this technology.
- Implemented key process improvements including campaign-level creative briefs and quarterly resource planning.
- Partnered with creative operations team to manage creative budgets, timelines, and resources (both internal and external).

Wayfair Partner Brand | April 2021 – Oct 2022

In Oct 2022 I shifted back to focus solely on Wayfair Professional after a larger creative re-org.

- While leading Wayfair Professional, scaled a second team tasked with marketing services, products and tools to Wayfair's 10,000+ supplier partners.
- Scaled a high-performing creative team from 0 to 15 in just 4 months.
- Improved impact of all partner communications by developed a unified brand voice, visual identity and creative guidelines for Supplier Partner Brand
- Spearheaded a critical brand architecture initiative to streamline and unify all supplier-facing communications, services, and tools, resulting in a more cohesive, efficient and user-friendly partner experience.

SUMMARY

Highly strategic Creative Director excelling in organization leadership with a passion for cultivating thriving teams.

An experienced brand storyteller with deep agency and in-house experience across B2C and B2B, with a proven track record of driving measurable results.

A forward-thinking leader who embraces AI, 3D and automation to excel creative teams.

EDUCATION

University of Michigan
B.A. Communications
2000 – 2004

Creative Circus
Advertising Portfolio School
2006 – 2008

INNOVATION LEADERSHIP

Wayfair Creative AI Day

Spearheaded and executed a highly engaging initiative focused on exploring AI's potential to enhance creative workflows, generate innovative concepts, and streamline processes.

CULTURAL LEADERSHIP ACHIEVEMENTS

The Pinwheels

Lead a team to produce the first ever internal Wayfair Creative Awards for 300+ creatives to help boost morale.

Chat for Charity

Established the first inspirational speaker series featuring leaders from diverse organizations including: the White House, Coca-Cola, and Ace Hotel.

Wayfair Creative Honor Society

Founded a group providing creative workshops and training for the Wayfair creative organization.

Care.com | Associate Creative Director
B2C & B2B | Mar 2014 – Nov 2018

- Led a talented team of creatives in a comprehensive brand refresh initiative, successfully evolving Care.com from a transactional marketplace to a modern, experience-focused brand for families.
- Directed the creative vision and execution across all channels for brand-building campaigns, key seasonal initiatives, and impactful product launches, consistently driving measurable results.
- Rebranded Care.com's B2B offering, Care@Work, crafting distinct and resonant messaging for both employer and employee audiences.
- Conceptualized creative campaigns designed to resonate with diverse caregiver segments: including college caregivers, summer nannies, and senior helpers.
- Implemented consumer testing methodologies to optimize campaign strategies, ensuring data-driven creative development and campaign effectiveness.
- Drove user acquisition and engagement through integrated seasonal creative marketing campaigns with cohesive brand messaging across all touchpoints.

Small Army Ad Agency | Senior Art Director
April 2011 – Nov 2013

Clients: GE, Be Bold, Be Bald!, Long's Jewelers, eLegal, Emerson Hospital, Massachusetts Eye and Ear, Northeastern University, Luster Teeth Whitening

MMB Ad Agency | Art Director
Oct 2008 – April 2011

Clients: Subway, Carrabba's Italian Grill, Tractor Supply Company, Sony, Starkist Tuna, NESN

Crispin, Porter & Bogusky Ad Agency | Art Director Intern
Summer 2008

Clients: Volkswagen, Guitar Hero, Burger King, Hulu, Coke Zero, American Express, Dominos

JWT Ad Agency | Account Coordinator
Sep 2004 – Dec 2006

Clients: CDW, Texas Instruments

**INDUSTRY
ACKNOWLEDGMENTS**

Featured in Pinterest Case Study

Featured in Dash Social Case Study

LUYL Conference 2025
Panelist on *Booked & Busy: Building Your Brand to Stand Out*

HD Expo & Conference 2025
Panelist moderator for *Expert Takes on Hospitality Design & What's Trending Next*

Ad Club Hatch Awards 2013
Silver
Small Army 10th Anniversary Party

Ad Club Hatch Awards 2013
Bronze
Be Bold, Be Bald! Video
Be Bold, Be Bald! Website
Long's Jewelers Microsite

Web Marketing Association 2013
Best Website
Be Bold, Be Bald! Website

Radio Mercury Awards 2012
Integrated Campaign Finalist
eLegal

Ad Club Hatch Awards 2012
Silver
Small Army Identity

Ad Club Hatch Awards. 2012 Bronze
Emerson Hospital

MITX Interactive Awards 2012 Finalist
Be Bold, Be Bald! Website

The Non Event 2012
Best Fundraising Campaign
Be Bold, Be Bald!

Addy's Show South 2009
Student Silver
The Art of Shaving