

WHAT IF... THE CHICKEN WAS ALREADY ON THE OTHER SIDE?



WHAT IF... THINKING INSIDE THE BOX MADE IDEAS BRIGHTER?



OR THINKING TO USE THE BOX, PACKING TAPE... AND THE ADDRESS LABEL MADE IDEAS BIGGER?



FROM ATHLETICS TO MUSIC, ASKING **WHAT IF...** HAS PROPELLED ME THROUGH PERSONAL EXPERIENCES...



THAT HAVE FUELED MY PROFESSIONAL ONES FOR OVER 15 YEARS...

Rolling Stone

DOWNBEAT
Jazz, Blues & Beyond Since 1934

THE SOURCE

razorfish™

DIGITAS



HELPING ME CRAFT THE VOICE — AS WELL AS DIGITAL EXPERIENCE — OF OVER 30 BRANDS.

MARY KAY

KRAFT
Macaroni & Cheese
DINNER

Lunchables



Canadian
Cancer
Society

Chips Ahoy!



I HEAR THAT YOU'RE ALWAYS ON THE LOOKOUT FOR NEW TALENT:

WE NEED A SENIOR WRITER
WHO CAN:

- PARTNER WITH A CD AND ENSURE
THE TEAM'S BEAUTIFUL STORYTELLING
- TURN INSIGHTS & IDEAS INTO COMPELLING
STORIES & STRATEGIES
- WRITE MEANINGFUL COPY
AND CONTENT

AND I BEGAN TO WONDER WHAT IF... YOU MADE ROOM FOR SOMEONE LIKE ME?

DAY
DREAMER



HUMAN
CENTERED



STORY
TELLER



LEADER



FLEXIBLE



RULE
BREAKER



I BELIEVE THAT IF YOU CONSIDER **WHAT IF...** WE CAN MAKE BEAUTIFUL BRANDS TOGETHER.



LET'S CHAT & SEE IF I'M THE RIGHT SENIOR WRITER FOR YOUR CLIENTS.

