

**mtvU On Air Promos, MTV Networks, New York**  
**Vice President, mtvU On Air Promotions April 2008 – current**

**Management Role**

- Creates overall strategic plans for mtvU brand.
- Manages both Operations and Marketing Partnership budgets.
- Approves all creative for channel branding, pro-social initiatives, and marketing partnerships.
- Supervises a staff of four guiding their career growth creatively.

**mtvU On Air Promos, MTV Networks, New York**  
**Senior Director, mtvU On Air Promotions January 2004 – April 2008**

**Creative Role**

- Responsible for conceiving and executing brand identity, pro-social campaigns, and marketing partnerships
- mtvU's Mental Health Programming – Half of Us, 3 - 30 minute shows featuring Mary J Blige, Pete Wentz, Max Bemis who are music artists who've suffered from depression (Director)
- mtvU Sudan – Stop The Genocide Public Service Announcements, mtvU's production, marketing and promos received Governor's Award Emmy (Co-Director)
- mtvU "Dots" Image Campaign, Gold Promax Award winner, Creativity Gold Winner (Writer, Producer)

**Selected Campaigns**

**MTV**

BLACK HISTORY MONTH campaign -writer + director 2001 -2008  
Feat. Jill Scott, Mos Def, Jay Z, and Erykah Badu

LOVE campaign - young people pursuing their passions –writer + director 2004

BLACK MUSIC MONTH campaigns - director 2003-2005  
Feat. Jill Scott, Djembe drummers, Grambling State Marching Band

MTV Films "The Original Kings of Comedy" movie promos – director 2002  
Feat. Steve Harvey, DL Hughley, Cedric the Entertainer, Bernie Mac

VIDEO MUSIC AWARDS – director 2001  
Feat. Jamie Foxx & Britney Spears Tune-in host promos

**mtvU**

HALF OF US campaign - addressing college students w/ depression -writer + director 2009-2006  
Feat. Mary J Blige and Pete Wentz

ONE WORLD - ONE VOTE – int'l college students discuss US election - director  
(Emmy nominee) 2009

GENOCIDE IN DARFUR campaign  
Feat. Alicia Keys, Francis Bok – producer + director 2006

DOTS campaign – college life through animated symbols - writer + producer 2005

COLLEGE 101 campaign – homage to Bob Dylan video - writer + director 2005

CURB GLOBAL WARMING sweepstakes – director 2005

Feat. Larry David

GOOD MORNING FOOD campaign – preparing int'l foods -writer + director 2004

## **LOGO**

PICTURE THIS campaign – gay couples growing up - writer + director 2006

JOEL SCHUMACHER interview – director 2006

## **COMMERCIAL WORK**

FOOTLOCKER – Urban dancers - director 2009

WAL-MART - Back to school for college students – director 2006

## **EDUCATION**

- **Executive Leadership Development Program**, Anderson Business School at UCLA 2007-2008
- **Liberal Arts in Radio, Television, and Film, Minor: Marketing**, University of North Texas, Denton, TX. December 1993

## **HONORS & AWARDS**

- **Peabody Award**  
mtvU Half of Us programming and PSAs on depression 2007
- **Emmy Award**  
One World, One Vote, brand/image campaign 2009 (nominee)  
Genocide in Darfur feat. Francis Bok, Public Service Announcement 2006
- **Beacon Award**  
mtvU Half Of Us Campaign, PSA 2008  
Genocide in Darfur feat. Francis Bok, Public Service Announcement 2006
- **Gracie Awards Winner**  
mtvU Half Of Us Cutter & Self Injurers, PSA 2009  
MTV Black History Month Hurricane Katrina feat. Jay Z, PSA 2008  
mtvU Half Of Us Depression feat. Mary J Blige, PSA 2008
- **Promax Gold Winner**  
Genocide in Darfur feat. Alicia Keys, PSA 2008  
mtvU Dots image campaign 2006
- **Broadcast Design Gold Winner**  
MTV Love image campaign 2004  
MTV Black Music Month campaign 2003

MTV 10 Spot promo image campaign (silver winner) 1998

- **Creativity Gold Award Winner**

mtvU Half Of Us Hurricane Katrina feat. Jay Z, PSA 2008

mtvU Dots image campaign 2005

MTV Black History Month, feat. Jill Scott 2002