

KID CHECKCLICK

WWW.CREATEDBYKID.COM



ABOUT ME

I am a:

Culture-inspired, big idea provider
C-suite casanova
All-genre music producer
AI collaborator
360-thinker, world-creator
Scroll-stopping, Internet breaker
Collaborator and competitor
Uplifter of talent, challenger of potential
Strategic problem-solver
Fire putter outer

Ambitious creative adept at staying tapped in with the youth and The Culture. My life experiences inform my greatest creative asset—TASTE.

SKILLS

Big Ideas

Music Creation & Supervision

Presentation

Creative Copywriting

CREATIVE AWARDS

Cannes
The One Show
ADC
Hermes
Telly
Shorty Social Good
ANA Multicultural Excellence

EDUCATION

Wagner College
Staten Island, NY

EXPERIENCES

WRITER & MUSIC PRODUCER

UNIVERSAL MUSIC PUBLISHING GROUP

2018 - NOW

Collaborated with high-profile artists blending conceptual development with music production to craft compelling stories [Cardi B, Rubi Rose, Bishop Briggs, BNYX, more]

Grew artist presence through brand identity development, social media marketing, NFT creation, and more

Interface with label executives and artist management

Navigate the ecosystem of talent, record labels, agents, producers, distributors

CREATIVE DIRECTOR

CASHMERE AGENCY

2022 - NOW

Played a key role in agency growth by bringing entrepreneurial energy and a deep understanding of where culture's heading next

Drove creative on partnerships with Mustard, Coco Jones, the Notorious B.I.G. estate, MSCHF, Latto, and other key figures, shaping stories that resonated across platforms and subcultures

Led integrated agency teams (IATs) across Grey Goose and D'USSÉ, aligning multiple partners under one creative vision

Pitched bold creative with a 45% close rate—grounded in insight, executed with taste, and sold in with zero fluff

Led AI adoption within the creative dept, mentoring teams on tools that boosted both copy and design output—without sacrificing soul.

Brought a culture-first lens to every brief—uncovering the nuance, language, and visual fluency needed to move the work from expected to undeniable

Composed music for multiple campaigns including Disneyland's inaugural multicultural campaign and Budweiser's HH50 campaign

ADDITIONAL SKILLS

Talent whisperer
Voiceover artist
Music supervisor

OUTSIDE OF WORK

Overprotective girl dad
Chef of dinner parties
On a bball court
Focusing on spiritual growth

ASSOCIATE CREATIVE DIRECTOR

2015 - 2021

RESCUE AGENCY

- Creative leader of award-winning content for FDA's first \$150mm hip-hop tobacco prevention campaign, Fresh Empire.
- Created 360 campaigns with budgets ranging from \$150k to \$3m.
- Wrote authentic narratives for Lil Yachty, Big Krit, WondaGurl and more, to tell their stories through publishers like Complex and BET.
- On-set cultural expert directing talent, wardrobe, setting and authentic delivery of messaging
- Supported event/concert production and attendee engagement across 2,500 events in 30 cities.
- Lead ideator for 'The New Wave' Digital Experience, which generated 300k contest votes, organic engagement from Eminem, Jermaine Dupri, and Bow Wow, and a 500% increase in twitter mentions.

MUSIC & STAGE DIRECTOR

2011 - 2013

MARITIME MUSIC FESTIVAL, NYC

- Raised and managed over \$50K budget
- Booked up to 10 acts to entertain over 2,000 attendees
- Created promotional assets across print/ooh and digital

CO-FOUNDER

2010 - 2012

THE KINETIC MUSIC GROUP, NYC

- Built creative leadership qualities in assembling a team of music producers, graphic/web designers, and directors to provide music creation and marketing services

ASSISTANT MANAGER

2008 - 2015

BNY MELLON, NYC

- Became well-versed in spreadsheets and corporate culture. Gained an invaluable business foundation while nurturing my creative talents during off-hours. After 7 years, I took the big leap into agency life.

MARKETING COORDINATOR

2004 - 2008

PFIZER, NYC

- Learned marketing fundamentals that I adapted into a savvy approach to music and creative promotion.