

## It works.

## Here is some proof.

( Project related effects )

- Completed multiple projects and consulted for **Fortune100** and **Fortune500** companies.

Microsoft / Adidas

- Instrumental in **dozens of start-up companies.**

Atomic Floyd, Mosley Tribes, Merkadoo, Mocha Salt and more.

- Created the brand-story and presentation as part of **securing a \$400mill corporate budget.**

Microsoft, Entertainment Division, Seattle

- Launched a \$72mill celebrity marketing campaign that in 2years **increased sales with over 485%.**

Adidas, Basketball, Kobe Bryant, sub-brand

- Created a brand that **made \$1,6mill the 1<sup>st</sup> year** in business and jumped to \$6mill in 24 months.

Mosley Tribes eyewear, Los Angeles

- Named and created a new brand that was **picked up by Apple retail and Apple online distribution** after 4 months on the market.

Atomic Floyd, London / Hong Kong

- Designed small boutique retail store that **out-performed projected revenue with 184%.**

Oliver Peoples, South Coast Plaza, Costa Mesa, California

- Created the international brand marketing campaign that was on-brand, on-budget, and on-time **distributed to over 140 countries.**

Adidas shop-in-shop retail campaign

- Designed global brand retail store concept **built in over 8 major cities on 3 continents.**

Adidas Sport Performance Centers

- Designed athletic footwear, apparel, accessories, and sporting equipment **worn by the most recognized athletes in the world.**

Fila, Tennis, Kim Clijsters, US Open supreme collection

- Planned low-cost tactical marketing and messaging that helped **grow sales by +92%**

Gelato & Co, Panama City, Panama

- Designed outdoor mall, identity and marketing that secured **90% AAA tenants in a slow economy.**

VenVersalles Outdoor Mall, Panama City, Panama

- Designed customer service center with new brand identity and marketing to **reduce processing time for selfservice claims with nearly 200%.**

ASSA Insurance Provider, Panama City, Panama