

Give me the mess.

If everything's running smoothly, I'm probably *not* your guy.

I do my best work when the problem is important, cross-functional, and nobody is entirely sure who owns it. For lack of a better term, a bit of mayhem.

My current title is Senior Creative Director. In practice, my work has repeatedly spilled into strategy, product, customer research, operations, digital platforms, AI, automation, events, M&A integration, and whatever else needed to be figured out.

My playbook is real simple.

See what's broken, understand why, build the fix, and make it work without needing me in the room forever, bottlenecking the project.

AcquireUp | Senior Creative Director

October 2021 – Present

I originally joined as an emergency contractor. An agency missed a critical web launch deadline. I said hold my... water. Worked around the clock for a week, shipped the site, and walked away with a full-time offer. The job has expanded considerably.

- **Led the merger rebrand of White Glove and Touchfuse into AcquireUp.** Major involvement with messaging, sales alignment, web, and infrastructure. Launched in 3 months. MQLs grew from 20 to 3,200+ across channels in year 1.
- **Own web strategy, UX, development, and platform architecture,** including Webflow, HubSpot workflows, conversion paths, and a company-wide DAM.
- **Ran 26 in-person client interviews** that identified advisors or not always the key platform users, reshaping ICP strategy and validating a new B2B direction.
- **Built and managed platform for a 350+ attendee annual conference.** App adoption hit 75%, attrition fell from 14% to 8%, and registration revenue tripled.
- **Developed high-performing lead-gen campaigns,** including one with a 22% conversion rate and 90% SQL-to-client rate.
- **Build AI and automation workflows with Claude, Claude Code, GPT, Make,** and related tools to streamline operations and prototype better ways of working.

STRATEGY & TRANSFORMATION

- Strategic Initiatives
- Business Transformation
- Product Strategy
- M&A Integration
- Competitive Analysis
- GTM Strategy
- Customer Experience

RESEARCH & PROBLEM SOLVING

- Customer Interviews
- User Research
- ICP Development
- Journey & Workflow Analysis
- Process Redesign
- Prototyping
- Testing
- Change & Adoption
- Just Figure It Out

DIGITAL, PRODUCT & SYSTEMS STUFF

- Webflow Wizard
- HTML/CSS/JS
- HubSpot
- Bynder
- Cvent
- ClickUp
- Miro
- Make & Zapier
- Automation
- CMS Architecture
- Digital Asset Management

SCUFCO – Should've Called Us First Co. | Founder

10+ years

SCUFCO started with \$50 Upwork logo jobs and eventually became a full brand, digital, and strategy consultancy. I built it by underbidding, overdelivering, and learning whatever the next project required.

- Grew my little business to **100% referral-driven with zero ad spend**, multi-year client relationships, a waitlist, and enough demand that I regularly turned work away.
- Reached Upwork Top Rated within the first few months and was featured during Upwork's 2018 Times Square IPO takeover. That was pretty cool.
- Progressed from standalone identity into 20–50 page brand systems, positioning, messaging, web strategy, UX, design, and custom development, **teaching myself code because I wanted the websites to live up to the brands I had designed.**
- **Owned the entire business lifecycle.** Discovery, research, strategy, creative direction, design, development, client management, budgets, vendors, and delivery.
- Ultimately closed the consultancy for one reason. **One of my typical "rescue missions" turned into the AcquireUp offer I couldn't pass up.**

The Realty Cousins • C21 | Co-Founder

5+ years

Built a two-person real estate team from scratch with my real-life cousin during the 2010 market downturn. Really excellent timing.

- Built a large referral client base from zero through door-knocking, guerrilla marketing, and increasingly ridiculous direct mail—including a milk-carton postcard timed to arrive the day a listing expired.
- Grew to 18–25 active listings at a time, earned local recognition, and eventually built enough momentum for both founders to quit their day jobs and go full-time.

RAPJAC INC. | Co-Founder

7+ years

Apparently the figure-it-out thing started early. At 19, co-founded a real estate investment company. Also with my real-life cousin.

- We bought a rough \$75K two-family property with \$5K down, then renovated it ourselves—including a new staircase I designed, permitted, and built.
- For the next full-gut flip, wrote a **17-page financing pitch itemized down to boxes of screws**, secured private funding, assembled a contractor crew willing to defer payment until sale, and lived on-site for 4.5 months to get the project finished.
- Both were profitable. The flip received a **full-price offer the day it hit the market.**

[LINKEDIN →](#)

[PORTFOLIO →](#)

[SURPRISE →](#)

Things I Do

AI & EMERGING TECHNOLOGY

- Claude & GPT
- Claude Code
- Veo, HeyGen and AI Video Dev
- AI Workflow & Integrated Project Design
- Rapid Prototyping
- AI Adoption
- Process Automation

HOW I LEAD EMPATHY FIRST. OWNERSHIP ALWAYS.

- Lead with empathy
- Break down silos
- Give people real ownership
- Let experts own their domain
- Use AI to empower, not replace
- Cross-functional leadership
- Executive communication & presentations

BUILDING THINGS THAT GO SIDEWAYS

Outside of work, I build and compete in a LS-swapped, drift-spec Infiniti G35. Welding, fab, wrenching and getting through the "oh sh*t" moments.

Turns out my hobbies follow the same model as my career goals...

Understand the system. Change something. Test it. Break something.

Fix it. Go faster.