

Make the business worth following.

I help distinctive businesses find their voice, uncover stronger stories, and create a public presence people recognize and remember.

What I bring

- A clear brand voice and point of view
- Signature content concepts and recurring series
- Launch, rebrand, and seasonal campaign direction
- Founder and executive messaging
- Editorial plans that an existing team can actually use
- Creative review and direction for staff and collaborators

BEST-FIT CLIENTS

Distinctive by nature.

- Hospitality and destination brands
- Founder-led businesses
- Independent retail and lifestyle brands
- Creative professionals
- Arts and cultural organizations

Ways to work together

STORY RESET

A focused intensive to define the voice, central story, signature concepts, and next 90 days.

CREATIVE ADVISOR

Ongoing senior guidance for businesses with staff or collaborators available to execute the work.

FRACTIONAL DIRECTION

Editorial leadership for launches, rebrands, campaigns, and organizations in transition.

Senior creative thinking - without the agency machinery.

Based in New York's North Country. Available locally and remotely.