

I like to set people on fire. Especially when I can watch their eyes. Good ideas make eye contact inevitable. When everyone says “woah, it’s perfect,” and we all hip, fist, or mouth bump, then I know I’ve done well. That’s why I choose advertising; setting other people on fire also sets me on fire.

There are several ways to set someone on fire. Want to know the best way? Get a match. Interview someone for two hours about matches. Hunt through Reddit, attics, dictionaries. Burn down buildings. Work until you find an insight. The best way to set someone on fire is to make people say “I know exactly what he’s talking about.” To that end, I do my research. I can start with nothing and end up with a fully fleshed campaign because I listen to human experience. My end goal is to inspire people to live better. No, to be on fire about living better.

TLDR: ring true. Like a fire alarm.

I’m always looking for ways to improve or collaborate. Contact me at my email and I’ll get back to you as quickly as I can.