

BRENT McCOWN

EXECUTIVE CREATIVE DIRECTOR



Denver Area
(willing to relocate)



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PROFESSIONAL SUMMARY

An award-winning creative executive and marketing leader with a track record of delivering authentic, human-centered campaigns and content. Using an approach grounded in both empathy and data, I identify, develop, and execute strategies that support key business initiatives and inspire extraordinary brand experiences.

KEY SKILLS

Brand and Rebrand Strategy
Creative Direction
Video/Film Production
Integrated Campaigns
Design Thinking
UX/UI
Digital Media
Copywriting
Art Direction
Talent Development
Business Planning

ACCOMPLISHMENTS

- ◇ **Prologis:** Created global brand re-fresh positioning and concept design on an aggressive 8-week delivery schedule.
- ◇ **Prologis:** Led brand awareness research informing line of business opportunities and validating permission to play in new markets.
- ◇ **IMM:** Led brand strategy and design for Discount Tire's \$1M digital product investment--"Treadwell," Discount Tire's tire decision guide.
- ◇ **Craftsy** (Blueprint by NBCUniversal): Created research protocols to inform personas + positioning for 16 unique business lines and directed redesigns under a branded-house approach.
- ◇ **DIRECTV Sports:** Directed Emmy Award-winning multi-region promotional campaigns and live-show motion graphics and animations.
- ◇ **Ogilvy:** Created global sales enablement content programs for IBM, establishing best-practice techniques and improving sales message efficacy and sales.
- ◇ **National Geographic:** Created viral branded content with Nigel Tufnel of Spinal Tap to promote tent-pole programming of Stonehenge: Decoded. Assets received 1M views in first month and are featured on anniversary Blu-ray release.
- ◇ **STARZ:** Partnered with Hollywood movie studios and talent to develop multi-million dollar partnership accounts, DIRECTV and DISH.

EDUCATION

Bachelor of Fine Arts, Video
Savannah College of Art & Design

Mastering Design Thinking
Executive Certificate Program
Cornell University

POSITIONS HELD

Global Creative Director, Prologis
Brand Marketing Strategist/CD, Children's Hospital Colorado
Brand and Creative Lead, IMM - Digital Marketing Agency
Senior Creative Director, Craftsy (Blueprint by NBCUniversal)
Supervising Producer, DIRECTV Sports
Associate Creative Director, Ogilvy
Executive Producer, National Geographic
Managing Producer, STARZ

AWARDS

Emmy (multiple), Promax (multiple)
CTAM (multiple), GDUSA (multiple)
WARC (multiple), Addy, and BMA

WORK EXPERIENCE

PROLOGIS

Global Creative Director, Marketing | Denver, Colorado | 2022– Present

- ◇ Directed the creative development of global brand refresh to support and drive target audience expansion and line of business growth as company re-invents itself to transcend industry definitions.
- ◇ Leading the global rollout of new sales and marketing assets and awareness campaigns to drive MQLs. Influential in upgrading the marketing technology stack to increase governance and self-service use of new branded assets.
- ◇ Creative leader in nascent marketing department driving and elevating creative and design standards across the global enterprise, guiding the development of foundational processes and protocols to produce marketing assets ranging from internal presentations to promotional paid ad flights across traditional and digital media.

CHILDREN'S HOSPITAL COLORADO

Strategist/Creative Director, Advertising & Brand Marketing | Aurora, Colorado | 2018 – 2022

- ◇ Created multiple new content streams under the banner of "Reputation Through Education" and set standards for SEO and social strategy driving 20+% YOY digital channel growth.
- ◇ Facilitated and directed Video and Motion Creator workshops, creating partnerships with video, 2D, and 3D motion graphics teams across the enterprise, increasing resource efficiencies and decreasing creative asset duplication by 40%.
- ◇ Designed and managed fit out for \$250K in-house photo & video studio.
- ◇ Led and managed multiple award-winning campaigns with a dramatic increase in B2B and B2C brand engagement and webtraffic.

IMM - DIGITAL MARKETING AGENCY

Brand & Creative Lead/ACD - Copy | Boulder, Colorado | 2016 – 2018

- ◇ Developed and productized branding capabilities to expand agency services, increasing billing \$500k in first year.
- ◇ Reviewed financial details, identified gaps and opportunities with existing clients, recommending creative recovery solutions.
- ◇ Launched products and defined creative supporting GTM strategies for start-ups and Fortune 100 companies including Discount Tire, Cerity Insurance, AeroGrow hydroponics, Roku streaming, Guanella Pass Brewery, and Sunny D (not the purple stuff).

CRAFTSY (Blueprint by NBCUniversal)

Senior Creative Director | Denver, Colorado | 2014 – 2016

- ◇ Introduced video, copy, data visualization, and instructional design best-practices for 16 unique educational content categories.
- ◇ Overhauled promotional copy and editorial processes to increase output speed by 30%. Increased resource utilization from 40% to 70% as part of Production Design restructuring of Copy, Motion Design, and Video departments.

DIRECTV SPORTS

Supervising Producer | Denver, Colorado | 2012 – 2014

- ◇ Oversaw Seattle, Pittsburgh and Rocky Mountain regional sports net markets serving 13 million subscribers in 22 states.
- ◇ Led a national team of Producers and Editors to deliver Emmy Award-winning promotional campaigns for MLB, NHL, and MLS.
- ◇ Revamped and implemented a powerful promotional strategy and managed comprehensive integrated marketing plans encompassing initiatives designed to excite and inspire appointment viewing.

OGILVY DENVER

Associate Creative Director | Denver, Colorado | 2010 – 2012

- ◇ Directed creative projects in video, animation, and interactive platforms for this \$15MM marketing consultation company.
- ◇ Optimized workflow and integrated new processes for video, audio and music production saving the agency \$500k annually.

NATIONAL GEOGRAPHIC

Executive Producer | Washington DC | 2007 – 2010

- ◇ Instrumental in creation and delivery of national and international show promotions for this \$20MM global TV network
- ◇ Led global marketing creative teams in National Geographic Channel's worldwide brand update.
- ◇ Pushed brand boundaries, utilizing alternative platforms in digital, and widened the demographic in a changing network landscape.
- ◇ Directed award-winning Upfront, TCA and CTAM videos promoting new programming.
- ◇ Created, directed, and managed promotions for Great Migrations, the first-ever synchronized global National Geographic campaign reaching 160 countries in 22 languages and achieving US rating 15% higher than forecasted.
- ◇ Developed promotional strategy for annual Expedition Week events increasing viewership by 20% and ratings by 42%.