



# Résumé

Brandon Griffin  
Creative Direction

## **VARIOUS AGENCIES**

Creative Consultant | LA | SF | NYC (12.03 - Today)

Develop advertising and marketing campaigns and providing a range of creative services in multiple disciplines and media channels including design, branding, social media, web, mobile, advertising, OOH, DM, exhibit to strategic consulting.

*Clients: Jamba Juice, The Melt, eBay, Dialpad, E-Trade, Tassimo, Allstate, HSBC, Capital One, Accenture, Sprint, Sapient, OgilvyOne, Chiat\Tequila, JWT, McCann, Y&R*

## **T3**

Creative Director | NYC (9.02 -11.03)

One of four directors (creative, account, media and production) charged with launching T3's New York City \$6MM office specializing in digital marketing that generated 10% of total corporate billing for Austin, Texas-based T3 parent agency.

*Clients: Nortel Networks, MTV*

## **HAVAS (EURO RSCG)**

Creative Director | NYC (9.00 - 8.02)

Responsible for all digital advertising campaigns, both domestic and global, for Intel B2B and Worldcom B2C. Managed traditional and digital teams that handled DM and Consumer Retail for Intel, took on interactive project work for MCI and Evian, and lent our service to select print, outdoor and TV projects for Worldcom. Collaborated with team members to increase Intel revenue from \$11K to \$2.1MM/year.

*Clients: Intel, Worldcom, MCI, Evian*

## **LUMINANT WORLDWIDE (YOUNG & RUBICAM)**

Creative Principal | NYC (9.99 - 8.00)

Developed and led multiple creative teams for B2C digital advertising and marketing campaigns.

*Clients: Showtime, Paramount, United Airlines, Accenture, Revlon*

## **BLUE MARBLE**

Art Director | NYC (5.98 - 8.99)

Developed web sites and digital advertising.

*Clients: Vicks, Chloraseptic, NyQuil, Crest, Swiffer, Pampers, Continental Airlines, Twix*

## **NBC UNIVERSAL**

Art Director | NYC (8.95 - 12.97)

Served The NBC Agency, the internal advertising and promotional services group of NBC Universal. In this capacity I was responsible for design and graphic development for marketing communications supporting all NBC broadcast dayparts and cable networks.