

CAMERON WATSON

New York, NY | camerontwatson1@gmail.com | Phone: +1-917-600-0695 | Website: <https://camerontwatson.com> | LinkedIn: <in/camerontwatson/>

Senior-level Creative Director with 25 years of experience leading teams to develop creative strategies and marketing initiatives. Proven ability to bring creative concepts to life through innovative campaigns, branding, and visual storytelling while developing and directing social-first content with integrated marketing across digital, retail, event and sports experiences for several Fortune 100/500 companies. Currently partnering to create more integrated territories utilizing generative AI, AR and VR while navigating ever-changing social media environments.

EXPERIENCE

Freelance Art Director - Creative

Ernst & Young | May 2023 - Present | New York, NY (Remote)

- Conceptualized and executed sophisticated AI solutions that align with business objectives while elevating the EY Strategic Growth Forum event experience design. Bringing to life the vision of the Illumination Experience by leading and implementing project vision, innovative concepting, and designing of deliverables in various platforms and media.
- Engaged in a diverse portfolio of client projects across a wide range of services and campaigns while showcasing offerings, promoting innovation and fostering exceptional client relationships. Collaborated alongside internal clients and teams to drive creative and conceptual storytelling methods and influenced the development of creative briefs, storyboards and layouts that effectively communicate design ideas and advance business objectives.

Group Creative Director - SVP

HERO Collective | March 2022 - December 2022 | New York, NY (Remote)

- Managed and built a remote team of 10-15 art directors, writers, and social media managers creating digital-first content and exploratory concepts for Johnson & Johnson, Lenovo, Louis Vuitton and Google specializing in Gen Z, Millennials and Multicultural audiences exploring the use of generative AI, AR and IoT
- Spearheaded design direction for the Healthcare arm of Hero Collective; created and executed integrated campaigns for top-tier clients, resulting in \$.75M+ in new business revenue and \$500K+ in up-sells.
- Crafted multi-tiered social campaigns for Janssen Pharmaceuticals (Erleada & Darzalex) increasing brand awareness over the previous year through unbranded/branded social content, awareness and empathy messaging for healthcare inequity surrounding chronic issues in marginalized communities.
- Guided key partners to produce and manage unbranded digital and OLV campaigns featuring celebrity influencers and luminaries such as Shannon Sharpe and DL Hughley.
- Won new business opportunities with Johnson & Johnson, Lenovo and Google Pixel by introducing product offerings viewed through a more carefully crafted multicultural lens to achieve better targeted messaging with conscious inclusion.

Group Creative Director - SVP

MRM Worldwide | November 2020 - January 2022 | New York, NY (Remote)

- Directed top-level digital and social media projects across several Pharma brands (Sanofi, Allegra, Dulcolax, Robert Wood Johnson Foundation, Pharmaton, GSK) while also participating in new business ventures to generate additional revenue; maintained solid client relationships and sold-in several concepts across numerous content footprints such as programmatic, AI and IoT integration.
- Formulated overarching design language and messaging strategies that generated a 150% increase in engagement by incorporating data metrics, consumption and consumer decision journeys to tailor output and craft bespoke deliverables.
- Supervised global design resources throughout the entire process from ideation to adaptation achieving all goals and timelines while keeping profitable margins as high as possible utilizing project management tools and a close working relationship with our operations team.
- Generated new approaches utilizing a digital-first strategy for Allegra implementing a disruptive social campaign in the allergy category; Initial IPSOS consumer testing yielded the highest retention and highest overall brand scores for the entire history of the company with a retention score of 178.
- Created a full array of flexible executions including programmatic video, display, retail, e-commerce and social adaptations resulting in more than 300 units of globally adaptable pieces in less than 3 months which became integrated across several channels such as Amazon Marketplace, YouTube, Instagram, Facebook, Pinterest and Walmart.com.

Senior Creative Director

Infor | May 2018 - March 2020 | New York, NY

- Led global brand refresh for the leading enterprise software company; increasing brand awareness in the tech sector and corporate website traffic by 40% through design and copy direction of the company's first responsive website, advertising campaign, sports sponsorship program and global corporate events.
- Successfully created and managed a global team of 30+ art directors, videographers, writers, coders, project managers who developed a full brand asset library for digital marketing campaigns, TVC, CRM campaigns, video content, social media display ads, event and trade show collateral reinforced through a vibrant communication platform.
- Created and implemented a briefing and creative process that improved the development of sales enablement collateral and campaigns for internal clients, field marketing, sales teams and C-Suite executives, resulting in a 400% increase in marketing lead generation and orchestrating over 1500+ creative projects per year.
- Rebranded corporate website and intranet in less than 6 months, including 16 localized country sites. Website and intranet won 3 design awards, including a Gold Hermes Award, Platinum Muse Award and Gold WebAward for Best Intranet.
- Created a platform to brand the company's corporate sports sponsorships and partnerships with athletes and organizations such as the Brooklyn Nets, PGA Champion Brooks Koepka, Borussia Dortmund Soccer, Scuderia Ferrari Formula 1 Racing increasing social media impressions and delivering over \$500K in earned media value across all properties.

Group Creative Director - VP

Y&R/Red Fuse Communications | July 2017 - May 2018 | New York, NY

- Established the creative vision and voice for Colgate-Palmolive's retail business unit by leading a team of 10 digital resources and writers to develop a new communications platform and brand campaign that increased awareness by 15% (IPSOS).
- Designed and delivered a comprehensive customer journey across the digital ecosystem with a cohesive strategy, content and design structure that seamlessly translated to Amazon storefronts, social promotions and product launches, increasing customer engagement by 20%.
- Led a cross-disciplinary team to produce numerous deliverables for social-based e-commerce campaigns, digital content, shopping experiences, POS, specialty packaging and "retailer.com" brand pages that exceeded annual sales, coupon redemptions, and social media followership targets for a major portfolio of brands including Colgate, Palmolive, Irish Spring, Softsoap, Speed Stick, Fabuloso and Suavitel.
- Produced and directed all executions to create a total annual global shopper media spend of \$800 million - increasing by 2.5x the media spend allotted to other IMC channels.
- Drove dynamic executions including in-store displays, e-commerce sites, FSI's, special packs, and various mobile/digital executions including a global Save Water initiative featuring gold medal Olympian Michael Phelps garnering a silver and bronze Reggie awards for campaigns that performed at 42% above category average and 39% above the brand average.

Director of Creative Operations

Alvarez and Marsal Holdings Inc | March 2015 - June 2017 | New York, NY

- Advanced the evolution of A&M's visual identity and marketing programs from concept to implementation in print, digital and social formats, driving long term development and overall compliance of brand standards in materials ranging from promotional content to multi-platform thought-leadership programs exceeding annualized metrics of previous teams.
- Oversaw brand management, bandwidth and creative processes for over 500 projects annually, while efficiently managing an in-house design team of 12 and agency partners with hands-on direction of all content.
- Guided overall visual campaign strategy and messaging while providing support, media coaching and training to the organization while working to increase production of content to amplify distinctive A&M perspectives and improve production quality and consistency.
- Managed development of a revamped website that increased traffic considerably within the first month of launch and increased the number of new inquiries by 28% by leveraging strategies such as curated search, tailored content delivery, responsive design, social media integration, A/B testing and variable user pathways to defy traditional professional services industry standards and create a novel user experience.

- Contributed to A&M garnering \$1 billion in revenue in 2015 by leading marketing efforts and ensuring internal alignment between business and product teams.
- Increased A&M's visibility by developing an annual marketing campaign to improve the firm's ranking to re-enter "Vault's Top 25 Consulting Firms to Work For" in 2015.

Creative Director

Condé Nast Traveler Magazine | May 2014 - March 2015 | New York, NY

- Established the brand look and visual language, including design direction of advertising, promotional materials, events and social content for the magazine ensuring its translation consistently across all platforms: print, online and digital edition.
- Partnered with Marketing and Editorial teams to help create cntraveler.com and directed custom content across the platform- organizing and conducting photo and video shoots, and managing external production budgets up to \$1.1M for integrated client campaigns; delivered on budget and meeting expectations for numerous luxury and lifestyle clients.
- Managed art department staff for all projects as well as managed a network of relationships with third party companies, videographers, photographers, designers, musicians, tastemakers and vendors to produce branded and co-branded content.
- Drove custom content that generated unprecedented double-digit growth in ad sales for 5 consecutive months, including a 17.8% growth in September that created the largest issue produced in 7 years.
- Led creation of digital concepts and original social video content with advertisers such as Emirates, Land Rover, Royal Caribbean and Kenneth Cole featuring celebrities such as Amber Valetta and Ludo Lefebvre.
- Won Outstanding Sales Organization for all of Condé Nast for the month of August by coordinating cross-departmental efforts to create a unified sales approach that beat out larger brands such as Vogue, GQ, and Vanity Fair.

Senior Creative Director

RDA, Inc | May 2010 - January 2013 | New York, NY

- Implemented and directed interactive digital projects, augmented reality campaigns featuring social gamification, web and mobile design solutions for multiple clients.
- Led a digital team that supported top-level agency strategies, design rationale and direction for clients ranging from Nivea, The Empire State Building, Starwood Properties, W Hotels, Aloft, Element Hotels, Sheraton, Harry and David, and Capcom along with new business acquisition.
- Developed mobile AR experiences that increased social media integration by 15% and progressive media buys by 5% creating 360° synergistic experiences from the point of engagement to the point of purchase for Resident Evil: Revelations and Devil May Cry 4.
- Designed, developed and launched a social-first approach that increased engagement 500% by activating a community of loyal game players, fans and digital influencers across mobile, desktop and tablet platforms.
- Increased Empire State Building Facebook presence from zero to over 150,000 in months with consistent engagement rates above 5%. Increased nightly admissions by 20% and website traffic by 36% creating an overall effective ROI of 250% for the entire campaign spend by developing and executing a social media strategy that encouraged superfans and influencers to become staunch advocates.
- Improved social audience presence by 60% over a span of 3-4 weeks with a retention rate of 96% for Nivea - Respective Rihanna and New Year's Eve campaigns garnered 1.5MM views and over 250,000 new followers.

EDUCATION

B.A. Communication/Design
Minor in English and Psychology | 1996
University of Alabama, Tuscaloosa, AL

For prior work experience, please visit LinkedIn
<http://www.linkedin.com/in/camerontwatson>

SKILLS

Social Media, Adobe Creative Suite, Creative direction, Art/Photography Direction, Video Direction, Creative Management, Video content, Video Production, Social Campaigns, 360° integrated campaigns, Digital marketing, Marketing, Generative AI, Augmented Reality Design, Facebook / Instagram / TikTok campaigns, Web Design, User Experience (UX), User Interface (UI), Branding, Ideation, New business Development, Leadership, Diversity, Inclusion and Equity, Multicultural Marketing, Creative Strategy, Management, Project Management, Client Management, Creative Processes, Graphic design, Microsoft Office, Google Suite, Search Engine Optimization (SEO), CRM Campaigns, Trade Show Design, Live event activations, Consumer Decision Journey ideation, Shopper, Retail, eCommerce.