

BRIAN HAVIG

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CREATIVE LEADER, DIRECTOR AND STRATEGIST

Driven, collaborative creative leader with over 15 years of industry experience including global experience on the world's biggest brands. Ability to achieve excellence across brands through big creative ideas informed by research-led insights, data-driven strategy, smarter processes, and building trust cross-functionally with business-critical partnerships. Devoted to developing talent as a servant-minded leader and building close-knit, high-performing teams that produce best-in-class work.

INDUSTRY SKILLS

Creative Direction | Global Brand Development | Team Management | Integrated Advertising and Marketing Campaigns | Creative Strategy | Digital and Social Media Marketing | Partner Relationships | Content Creation | Budget Management | Marketing Services | Influencer Marketing | Shopper Marketing | Experiential Marketing | Creative Team Leadership | Cross Functional Leadership | Content Creation

EXPERIENCE

Chick-fil-A Corporate Support Center, Atlanta, GA Creative Strategist, Contractor

08/2023 - Present

Build the creative strategy department while leading the creative development process for the in-house agency in the creation of best-in-class integrated global advertising campaigns.

- Develop the creative strategy of marketing campaigns from business briefs and research insights to kick off and lead the creative development of integrated global advertising campaigns.
- Create strategic playbooks and guidelines for specific initiatives and campaigns, including social media, POP and shopper, and annual campaign ecosystems.
- Evaluate the campaign ecosystem from end to end to make sure it tells a compelling story and creates a cohesive customer experience that aligns with the creative strategy and company mission.
- Perform research and initiate studies to discover creative and consumer insights to be used in improving the creative work for future campaigns.

The Coca Cola Company, Atlanta, GA Creative Manager

09/2021 - 05/2023

Led the creative and strategic development of hydration brands and directed the creation and implementation of integrated marketing campaigns, experiences and partnerships.

- Directed, developed and launched multiple global, national and shopper Smartwater campaigns that increased household penetration by 1.03M and retail value by +\$107M in a single year.
- Established a new Smartwater brand strategy and creative identity, resulting in back-to-back double digit growth years, 1B in retail volume, and increased base dollar share for the first time in five years.
- Executed culturally relevant partnerships and tentpole experiential marketing events with Condé Nast properties resulting in media with proven higher stimulating social engagements.
- Championed brand activism, conservation, and diversity and inclusion initiatives managing partnerships with Essence and The Global Water Challenge.

22Squared, Atlanta, GA

Associate Creative Director**3/2019 - 6/2021**

Directed cross functional teams to concept and produce strategic, award-winning creative marketing campaigns for major brands.

- Spearheaded numerous national marketing campaigns with a strategic creative approach that significantly increased impressions and engagement, outperformed metrics, and earned PR buzz and awards for the Buffalo Wild Wings brand.
- Led the reinvention of Home Depot's creative content strategy resulting in increased impressions and engagement, including the most effective YouTube video content series in brand history.
- Galvanized the creative department by reinventing the creative process and setting brand strategy resulting in bigger ideas, more impactful campaigns and more efficient production.
- Served on the core team for the creation of a new agency, Trade School, by establishing the agency brand and winning its first accounts.

ViacomCBS, MTV, New York, NY**Senior Director, Writer and Producer****11/2015 - 5/2018**

Led cross-functional teams to concept, develop and produce strategic creative branding and promo marketing campaigns for the MTV brand and global tentpole properties.

- Directed and launched entertainment marketing campaigns that increased ratings and value and reinvigorated the brand, including the successful relaunch of the iconic program TRL.
- Led the campaign behind the explosive growth of the MTV Movie Awards on social, earning most social non-sports program, +89% growth in organic conversation, #1 global trending hashtag on Twitter.
- Spearheaded the development of a new creative process built on strategic insights, big-idea thinking, and a new brand strategy that revitalized the MTV brand and significantly increased work quality.

Merkle (formally Gyro), New York, NY**10/2011 - 11/2015****Senior Copywriter**

Created fully integrated advertising campaigns as a lead creative for global clients including Time Inc., Forbes and Virgin Atlantic.

- Challenged the competitive B2B space with innovative, strategic thinking, campaigns and copywriting, taking home top B2B awards.
- Led the development of award-winning pro-bono campaigns.

AWARDS

Silver Clio | Silver Addy | Creativity Annual Gold | Creativity Annual Platinum | New York Festival Finalist | One Show Interactive Finalist | One Show merit award | Art Directors Club Bronze | Interactive Media Award | BMA B2 Best Creative | BMA B2 Award of Excellence | First Place ACE B2B award | ACE B2B First Place | Best in Show W3 Award | W3 Awards Silver | Gold Davey Award | Silver Davey Award

EDUCATION**Bachelor of Arts (BA), Comms: Advertising**

Brigham Young University

Creative Advertising

BYU AdLab - Portfolio School