

# Timothy Stapleton • Creative Director / Writer / Creative Strategist

www.TimothyStapleton.com

Creative storyteller with proven experience leading brands into the future by creating meaningful and impactful work with focused, inspired teams. Passionate about using technology, insights and data to drive big ideas.

## KEY SKILLS

Creative Leadership  
Team Management  
Creative Strategy  
B2B Marketing  
Event Marketing  
Digital Marketing  
CRM  
Direct Mail  
Branding & Identity  
RFP Writing  
Presentation Writing  
E-commerce  
E-mail marketing  
POP and POS  
LSM  
Franchise Marketing  
Trade Show Marketing  
Presenting to C-Suite  
Art Direction & Design  
Copywriting  
Video Production  
Social Media Management  
Web Design Management  
Adobe Creative Suite  
Microsoft Office  
Basecamp  
Google docs

## EXPERIENCE

### **Scale Marketing, Chicago • Executive Creative Director (2/2018 - present)**

Building the creative capabilities of the company while solving creative marketing challenges using data, insights and a keen understanding of culture, social trends and content. Overseeing all creative, production and external marketing of the agency.

- Providing expertise on creating ideas and innovative approaches that thrive on all communication platforms
- Offering consultation, ideating original concepts and providing thought leadership through a creative lens.
- Clients include: Webb Auto Group, Walter E Smithe, ABC Plumbing, America's Bath, SpotHero, Derick Dermatology, American Eagle, CreditUnion1, ClosetWorks, Insure On The Spot, ezCater, CatSpot, EON, Harbor Bay Real Estate Development

### **Sigma, Upper Saddle River, NJ • Executive Creative Director (7/2007 - 2/2018)**

Creative advertising agency offering strategic and creative solutions to SMB's and national brands in CPG and B2B space.

- Lead rebrand of the agency - including redesign and relaunch of website, e-mail, sales decks, event marketing and all B2B communications
- Panasonic: Creative Direction/Strategy. Developed several; global B2B marketing campaigns trans-created into Latin, Asian and European Markets
- BRUT, Pert Plus, Infusium: Led Creative Direction/Strategy. Developed innovative digital and traditional campaigns for brands outspent over 20 to 1
- OMEGA: Wrote book highlighting the most advanced luxury sales training program in the world
- VERITAS: Created innovative trade show booth and collateral materials
- RITAS: Ideated #SoCalChill social media campaign introducing brand to California
- COGNIZANT: Key player in development of digital store of the future (Chill Store) and digital airport of the future initiatives
- Clients include: Famous Footwear, Panasonic, Hunter Douglas, BRUT, Pert Plus, Rita's Italian Ice, Wyndham Worldwide, Huntington Learning Centers, Woolrich, DeLonghi

### **Fletcher Martin, Atlanta, GA • Chief Creative Officer (7/2001 - 6/2006)**

Advertising agency focused on reinventing ways people connect with culture, content and brands.

- Responsible for Creative product of the agency. This includes creative ideation, talent selection and management, production, distribution and media guarantees
- Lead RFP team to develop and execute advertising programs.
- PICADILLY: Managed RFP process which won the account. Ideated and produced campaign raising comp sales system wide for the first time in 20 years.
- UNIVERSITY OF FLORIDA: Managed RFP process which won account. Ideated and produced campaign which became the most successful campaign in the history of the education category

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## CONTACT

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<https://www.linkedin.com/in/tim-stapleton-4616851/>

**INSTAGRAM:**

@TheGoodTim

**TWITTER:**

@TheGoodTim

## EXPERIENCE CONT'D

- **GEORGIA CANCER COALITION:** Managed RFP process which won the account. Ideated and produced campaign which became the most successful campaign in the history of Georgia Health Communications, raising awareness 1800%
- **BIOGUARD:** Ideation and presentation of International campaign to 26 countries
- **ARBY'S:** Responsible for over 580 million printed pieces of communication annually
- **Clients include:** Arbys, University of Florida, Carvel, Suntory, Piccadilly Cafeterias, Precept Golf, E-Z-Go Golf Cars, Cellular South, Georgia Cancer Coalition, Robinson College of Business, InCharge Debt Solutions, BioGuard

**The Richards Group, Dallas, TX • Writer (2/1997 - 7/2001)**

- **TRAVELOCITY:** Created pitch materials and campaign executions that won the account and launched the brand in the US, Canada and Europe. Managed transformation from \$40,000 spend to \$50 million in two years.
- **PRIMECO (LATER VERIZON):** Ideated and produced campaign that took brand from 0 to 98% unaided awareness and 1 million customers in 2 years. Ranked 160 in top 1,00 brands of the decade by Brandweek.
- **NESTLE:** Managed 2-year initiative including research, product design, packaging and creative marketing & advertising materials for children's juice drink
- **Clients include:** PrimeCo, Greyhound, Travelocity, Chick Fil-A, Home Depot, Compass Bank, Taco Cabana, AMF, Nature's Sweet Tomatoes, American Heart & Stroke Association, Community Coffee, Nikon Eyes

**Publicis, Dallas, TX • Principal/Associate Creative Director (7/1990 - 2/1997)**

- **KRYSTAL:** Ideated and produced campaign for restaurant chain setting sales records three years in a row taking brand public for the first time since 1926.
- **NESTLE:** Managed 2-year initiative including research, product design, packaging and creative marketing & advertising materials for children's juice drink
- **Clients include:** Nestle, BMW, Krystal Restaurants, TGI Friday's, LaQuinta, Incredible Universe, The Arthritis Foundation, Scottish Rite Children's Hospital, Stouffer's

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## EDUCATION

**UNIVERSITY OF TEXAS, Austin, TX**

- The Leonard Ruben Creative Sequence
- Robertson Scholarship
- Michigan Competitive Scholarship
- Golden Gloves of America Scholarship
- University of Texas Advertising Club
- Student Chapter BP/AA (Charter Member)
- American Society of Mechanical Engineers
- University of Texas Fencing Club

**CONTINUING ED**

- **IBM:** AI for Everyone: Mastering the Basics
  - **HARVARD:** Fundamentals of Neuroscience, Part 1
  - **UNIVERSITAT POLITÈCNICA DE VALÈNCIA:** Basic Spanish for English Speakers
  - **SMITHSONIAN:** The Rise of Superheroes and Their Impact on Pop Culture
  - **CURTIN UNIVERSITY:** Digital Branding and Engagement
  - **HARVARD:** The Architectural imagination
  - **PENN:** Hollywood: History, Industry, Art
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