

grant smith

writer +
creative
director

Summary

A highly accomplished creative director and copywriter, with 15+ years experience driving growth and delivering award-winning campaigns for major brands. Known for writing and developing famous content, fostering collaborative relationships, and inspiring teams to achieve outstanding results. Proficient in concepting, writing, and executing effective integrated campaigns across many industries and channels. Finds writing about himself in the third person disagreeable.

Achievements

Writing on 11 projects Super Bowl for 7 different brands
Leading my team to through the pandemic to the Agency A-list
Leading all creative for AT&T across 40+ creative teams in NYC, ATL, CHI, and SF along with eight separate agency partners
Responsible for \$80M in agency revenue, generating \$10xMM in organic and new growth
Repositioning the AT&T brand with the famous "It's Not Complicated," campaign, featuring Beck Bennett from SNL
Originating the loved Toyota Sponsafier UGC digital platform
Modernizing creative process; increasing collaboration, transparency, and diversity
Giving \$10M+ earned media and double-digit sales increases for The New York Lottery in a single quarter
Writing and leading the winning pitch for iconic national brands and local heros.
Refreshing and relaunching VISAs' brand at the Olympic Winter Games
Originating and developing and the launch advertising for the FedEx Cup
Awarded: CannesX15, One ShowX34, D&ADX12, effiesX4
Morgan Freeman Told me he liked my writing.
Becoming the least influential Gen-x Advertising Influencer on LinkedIn

Creative Director + Copywriter Freelance 2009 - 2023+

Generating high-impact integrated campaigns for Apple, Heineken, VW, Vonage, Toyota, Keystone Lite, Miller, Head & Shoulders, Delta, DSW, FedEx, Skittles, GIECO, Harrah's, Best Buy, Dick's, Dish, Amazon, Henessy, T-Mobile Sprint, Olay, Gerber Baby, Chapstick, Chevron, Goldman Sachs, TJ, Maxx, Johnson & Johnson, NBC News, Coors Light, Lands End, and ESPN
Establishing and guiding original creative for Droga5, McCann NY, Chiat NY, DDB NY, Publicis NY, MRM NY, Terry & Sandy, Elephant NY, and Saatchi NY/LA, BBDO NY/West, Fallon, Barton F Graf, Wieden+Kennedy, CP+B, RG/A, VMLy&R, BBDO NY, DDB NY, 180 LA/Amsterdam, 215 McCann, FCB NY, The Vault, Rise and Shine, Carmichael Lynch, and several others with alarmingly strict NDAs

Chief Creative Officer + Copywriter Yamamoto 2019-2022

- Overseeing a team of 20+ creatives, copywriters, designers, editors, videographers, and art directors across our Chicago, and Minneapolis offices
- Modernizing Yam's creative process; increasing collaboration, transparency, and diversity
- Winning more awards and business than any point of Yam's history
- Setting department quality standards and directing daily operations
- Maintaining strong relationships with clients, ensuring their satisfaction and exceeding expectations
- Focusing on consumer insights and craft to amplify the impact of work for Toro, Lenovo, Marmot, Analog Devices, Stonyfield Organic Yogurt, Blue Cross and Blue Shield, and Rust-Oleum

portfolio: grantsmithadvertising.com

contact: grantsmith1a@gmail.com

Executive Creative Director + Copywriter | McCann NY 2015-17

- Generating big creative ideas that grew business, garnered fame, and won awards.
- Acting as a brand champion, ensuring consistent and compelling brand storytelling across digital, social, and connected TV for Lysol, Intel, The New York Lottery, Bushmills, Jose Cuervo, Verizon, L'Oréal, NatGeo.
- Winning Chick-fil-A's AOR pitch.
- Removing barriers in creative resources leading to a more efficient and collaborative environment.

Sr. Creative Director + Copywriter | BBDO NY 2011-15

- Leading internal and external creative meetings to share ideas, and provide actionable feedback.
- Engaging with C-Suite stakeholders to facilitate project approvals and discuss challenges.
- Originating, developing, presenting, and producing successful, award-winning work for FedEx, Snickers, Lay's, Mountain Dew, Foot Locker, and The Guinness Book of World Records

Associate Creative Director + Copywriter | BBDO NY 2004-09

- Developing and launching the FedEx Cup, as well as several other famous FedEx moments
- Writing and executing scroll-stopping, award-winning work for Guinness, Pepsi, Direct TV, Red Stripe, GE, Visa, Gillette, BBC, Mountain Dew, PWC, Snickers, G4, and Monster.com

Copywriter | Cliff Freeman & Partners 1999-2004

- Learning how to great creative produces great ROI
- Writing super effective and award-winning content, TV, OOH, and Radio for Fox Sports, Hardees, Snapple, Hollywood Video, Staples, Mohegan Sun, Mike's Hard Lemonade, and Budget Rent-A-Car

Education

Miami Ad School – Certificate of Supreme Advertising Knowledge
The School of The Art Institute of Chicago – MFA
Southwestern University – BA Studio Art / Psychology

Skills (this part isn't for you human)

The first hiring decisions are often made by algorithms scrubbing for keywords. So, below is an exhaustive list of my relevant skills, using some pretty nauseating industry language.

20+ years of experience successfully leading teams with conceptual and strategic thinking across digital and traditional platforms, working on top brands in B2C, B2B, logistics, QSR, CPG, entertainment, sports, gaming, communications, alcohol, wellness, healthcare, finance, and auto, making experiences and stories that generate growth and build relationships with clients, consumers, and industry leaders. I deeply appreciate and advocate for craft across all agency work while successfully building trust by understanding the needs of key stakeholders while finding creative opportunities. I recruit and retain high-performing creative talent, building a diverse and inclusive team, managing and nurturing their career development while staying up-to-date with industry trends and innovations, and fostering an environment conducive to producing bold ideas for brands across a variety of industries, regions, and channels. I drive the creative vision and support my team's ownership of the creative product while collaborating with account and production ensuring every idea delivers on the client's objectives. Working with senior leadership, I help build the revenue, reputation, and culture required for continuous growth, managing and directing award-winning case studies, participating in top industry events, and networking with our global creative teams to share ideas, knowledge, and resources. I am a proven creative leader with thoughtful, and deliberate creative opinions. I have robust experience producing, promoting, and facilitating a culture of collaboration between agency and clients, fostering ongoing improvements in the creative processes, ensuring objectives and aligning with both agency and client goals, leading creative for new business pitches, inspiring and motivating creatively, while exciting reluctant clients to embrace better work. I regularly conduct performance reviews and provide opportunities to grow and thrive creatively, while leading pro bono projects and growing client relationships. I possess extensive expert copywriting skills, advanced presentation and pitching experience, potent communication and collaboration skills, extensive understanding of marketing, advertising, and technology, and post-production, maintaining a fluency in comedy, storytelling, film craft, illustration, color theory, wireframing, photo manipulation, Microsoft Office, Adobe Creative Suite, G Suite, and PowerPoint, directing multi-disciplinary motion, copy, video editing, audio, UI/UX, experiential technologies, stunts, and trends in digital, social, CX, VR, and experimentation, with deep experience in creative direction, creative strategy, brand development, concept development, digital strategy, social media, digital advertising, interactive advertising, online advertising, earned media, branding & identity, with a proven track record in leadership, collaboration, creating, inspiring, developing, directing, approving, and delivering, world-class, groundbreaking, integrated, multi-channel, omnichannel, mixed media, campaigns, integrating data, pushing convention, and driving consumer behavior through best-in-class, smart, beautiful, engaging, insight-led, creative concepts across all platforms, meeting and exceeding clients' goals by differentiating and delivering fresh thinking with innovative creative solutions to establish a creative vision, coordinating with leadership in managing multiple projects, developing, dynamic presentations, representing the creative, and articulate/track project milestones, communicating progress, and accomplishments while providing clear direction, ensuring goals, and compliance, within deadlines and budget, maintaining passionate enthusiasm, and insatiable curiosity. I am a consumer-obsessed, enthusiastic, team player, with entrepreneurial, energetic, curious, positive, and resourceful vibes.

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