

Mike Grigg, Creative Director

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Hello! I'm a Creative Director based in Seattle with over 14 years of creative management experience. Throughout my career, I've developed innovative campaigns and compelling brand experiences for high-profile clients like Microsoft, Amazon, Coca-Cola, and Levi's. I have a proven record of translating client needs into unique solutions that deliver meaningful results and achieve business objectives.

As a strong creative leader, I prioritize passion and empathy in my approach, fostering a supportive culture that encourages innovative thinking and leads to long-term positive morale. I establish a driven, engaging environment and promote cross-discipline collaboration. I mentor and develop creative team members, helping them build career paths and continually grow their skills and expertise.

Experience

2018 - Current: Associate Creative Director, VML / Wunderman Thompson / Possible

- Plan and execute integrated B2B and B2C marketing campaigns for top-tier clients.
- Translate business objectives into consistently beautifully executed solutions.
- Manage global creative teams from brief through final delivery.
- Foster creativity by leading through example, collaboration, and empathy.
- Oversee production of video, web, social, paid assets for campaigns.
- Partner with strategists/media to analyze performance and optimize campaigns.
- Build relationships with clients and identify new business opportunities.
- Clients: Microsoft, Minecraft, Amazon, Japan Airlines, Uber, and AT&T.

2010 - 2017: Associate Creative Director, 206 Agency

- Created large-scale experiential and digital marketing campaigns and solutions.
- Managed and mentored in-house digital creative and front-end dev teams.
- Drove creative process and manage development on all digital projects.
- Sold innovative ideas to world class brands and formed relationships with clients.
- Clients: Coca-Cola, Toyota, Amazon, Microsoft, Southwest Airlines, and Levi's.

2005 - 2010: Royal Magnet, Founder/Owner

- Opened a web design company with a focus on the entertainment industry.
- Spearheaded all biz dev, client services, creative direction, and managed web dev.
- Clients included Universal Records, Warner Bros, Sub Pop Records, Peter Frampton, Maroon 5, The White Stripes, The Shins, and more.

2000 - 2004: Art Director, EURO RSCG

- Created design solutions for many clients including BMW, Burton, Verizon, Campbell's, NBC, ING, Microsoft, Pepperidge Farms.

1999 - 2000: Designer, MSNBC

- Designed visual elements, infographics, and produced illustrations for news stories.

Skills

Creative Direction, Creative Team Leadership, Storytelling, Brand Strategy, Video Direction, Storyboarding, Wireframing, Branding, Design Systems, Design Direction, B2B Campaigns, B2C Campaigns, Social Campaigns, Experiential Campaigns, Pitch Development, Web Design, App Design, Inclusive Design, Accessibility Compliance, Client Presentation, Creative Strategy, Concepting, Infographic Design, Animation Design, Social Content Design, Adobe Creative Studio, Figma, Keynote, Powerpoint

Highlights

Microsoft Security:

Orchestrated execution of product videos, B2B campaigns, and produced C-level thought leadership content.

Minecraft Education Edition:

Increased adoption rates by streamlining onboarding and improving access to key educational resources.

Japan Airlines:

Created a Guide to Japan experience and compelling campaign to boost tourism to the airline's top destinations.

Amazon Launchpad:

Delivered an awareness campaign boosting brand recognition and highlighting startup products.

Coca-Cola Company:

Transformed the company's website into a publishing platform with over 1.3M monthly views.

Levi Strauss & Co:

Launched the Levi's Denizen brand with experiential and targeted social.

Southwest Airlines:

Delivered an experiential campaign celebrating the airline's rebrand.

Education

Colorado State University
BFA, Art, Graphic Design focus,
1993 - 1997