

TODD MILLER • Creative Director – AD / CW

todd@yourfriendtodd.com • yourfriendtodd.com • linkedin.com/in/yourfriendtodd

An experienced, award-winning, digital- and social-savvy, truly-integrated 360° creative leader helping to grow agencies, culture and clients. An exceptional new-biz guy, presenter and storyteller with a team passion, my notorious enthusiasm is infectious to both agency and clients. I pursue the integration of the single great idea across endlessly-expanding channels and touch-points.

Forget the mail room. I started as a janitor at Pre-Publicis D'Arcy, scraping gum off the sidewalks of Mad Ave, while at NYU's Tisch for Film, Political Theory and Comparative Religion. Along with gigs at CBGBs and spinning actual vinyl on WNYU-FM, I continued this junket for knowledge, searching for all possible perspectives.

Still am.

With a foundation in the traditional, Art Director roots and years as a writer, I remain unceasingly amused and excited by learning, teaching and problem-solving. I encourage a supportive culture that values the entire team's hunt for newfangled solutions on every project.

I can't help it, I love this stuff.

Over the years, I've been fortunate to learn from and work beside some incredible people at some terrific agencies with some good clients and create some genuinely fine work.

For a guy who started out cleaning toilets, that's pretty good.

EXPERIENCE

Freelance – ongoing

On- and off-line, above- and below-the-line, social, mobile, direct, experiential, and theoretical projects for the likes of Land Rover, Hyundai, Lexus, Toyota, Nissan, BMW, Jaguar, Ford, Chevy, Red Bull, Grey Goose, Bacardi, AT&T, Fender(!), Panasonic, DirecTV, Ritz-Carlton, LAX, Kaiser-Permanente, Petco, OTTO, Bimbo (the multi-nat'l bakery), Public Storage, Acapulco's, Ghirardelli, Kendall-Jackson, AMD, Symantec, Lilly and countless others in various categories. At agencies such as TBWA\C/D, Saatchi, Y&R, T1, JWT, BOOZ/digital, O&M, Innocean, C-E, Team Detroit, M&C Saatchi, RPA, Phelps, TMA and many others with and without acronyms.

J. Walter Thompson / Lunchbox / Mirum – 14-15

Executive Creative Director

Accounts: Puma, Mattel, Kraft, T-Mobile, Disney, Walmart, Schwinn, Saban, Sanrio, Peeps

New-biz and storytelling for the Shopper across loads of channels. Social, Digital, Mobile, Experiential, In-Store, Stunts, Events

The Integer Group \ TBWA – 13-14

Executive Creative Director / SVP

Accounts: Michelin, BF Goodrich, Shell, Pella, McDonald's, WD-40, Allied, AllSteel

- Leading the creative, integration and culture of 150+ person integrated agency – part of 23 office global network

BOOZ/digital – 13

Freelance Creative Director

Global consultancy shock-trooper helping various blue-chip clients prepare for future relevance.

GARAGE / Team Mazda – 12-13

Creative Director / Vice President

Accounts: Mazda

Examples include:

- Directing all digital and traditional integrated communications for the launch of the new CX-9 SUV – Mazda's most expensive vehicle – and the first campaign successfully expressing a complete 360° rebranding of Mazda in North America

Team Detroit / PULSE – 10-12

Creative Director / Vice President

Accounts: Sports Authority, Warrior, See's Candies, New Business

Examples include:

- Leading the successful soup to nuts 360° rebranding of Sports Authority throughout every communication channel from digital to national TV and the pending redesign of stores
- Guiding the successful co-op launches for partners including Adidas, Nike, Champion and Under Armor
- Directing SA's brand relationships and multi-channel creative with the NFL, Denver Broncos and the new Sports Authority Field at Mile High
- Successfully extending Warrior's Lacrosse and Hockey brands from the narrow field of aggressive teen wannabe to legit choice of pros while still growing original, and loyal, customer base
- Introducing Warrior's entry into soccer/football in Europe and the replacement of Adidas as supplier to the world-renowned championship Liverpool Football Club

M&C Saatchi / LA – 06-09

Senior Creative

Accounts: San Diego Zoo, Petco, Ketel One, Crystal Cruises, Getty Center, Jet Airways, City National Bank, PALA Casino, Tourism Australia, Curaçao, Network Omni, Heal The Bay

Examples include:

- Overcoming a *de minimis* budget to successfully introduce Jet Airways, an India-based luxury airline, to specific US locations by teaming with both creative and media to create the greatest impressions and buzz
- Transformation of City National Bank from Hollywood-insider bank to financial destination with broad business appeal
- Directed the – love it or hate it, but surely know it – Ketel One type campaign and transition to broader message and media

Y&R / Irvine – 06

Freelance Creative Director

Accounts: Land Rover

DDB / LA – 02-04

Associate Creative Director

Accounts: Epson, Wells Fargo, Atari, Ameriquet, Full Tilt Poker, Hasbro, Anheuser-Busch, McDonald's, Partnership for a Drug-Free America

Examples include:

- Award-winning introduction of Epson into new category with huge financial success – campaign won WIRED Magazine Reader's Poll
- Directed Ameriquet's partnership with Major League Baseball and the branding of their new ballpark
- Developed brand and award-winning campaign for Full Tilt Poker. An entirely new on-line gaming site created by a collection of the game's, then famous, superstars
- Persuaded Chairman/CEO of Walgreens to be a "Face-painter" for pro-bono campaign

Footnote Belding/San Francisco – 00-02

Associate Creative Director

Accounts: Avaya, AT&T Wireless, Fox Sports, Janus, Sega, Taco Bell, Siebel, Compaq, Dockers

Examples include:

- Successfully guided Avaya's separation from AT&T/Lucent as separate brand with own voice.
- Led all Avaya's partnerships with various tech, telephony as proto-CRM company
- Successfully introduced a re-cast Fox Sports team to super tough audience with multi-channel campaign
- For somewhat noble causes, consumed nation's most expensive QSR burrito (happy to discuss)
- Hung-out with flip-flop wearing billionaire in San Mateo

Rubin Postaer And Associates (RPA) – 94-00

Senior Art Director

Accounts: Honda, Arco, am/pm, WebTV, Activision, Kubota Tractors, LA Kings, American Century Funds, CPK, American Lung Association

Examples include:

- Led complete transformation of all Honda Racing creative and communication into award-winning category
- Developed initial online work for the agency (recognized in digital One Show awards)
- Created first online and interactive creative for American Honda
- Co-founded RPi (Rubin Postaer Interactive – earliest proto-example of agency in-house digital division)

USA Today in – 93

Cairo, Egypt

- Reporting on emerging markets

Aldus Type Studio – 90-92

Supervisor / Typographer

- Type obsessor and kerning maniac

Snowflake Entertainment / International Harmony Pictures – 90-91

Director / Editor

DMB&B (pre-Publicis D'Arcy) / NY

Janitor

EDUCATION

New York University

BA w/Honors: Film (at Tisch), Political Theory, Comparative Religious Studies

HONORS

One Show; CA; NY Festivals; London International; Graphis; Beldings; Wired Readers'; IAAA; 1st Place: Absolut National Ad Competition

OTHER

Art Center College of Design / Pasadena

Adjunct Professor

The One Club

Mentor and Judge