

# TODD MILLER

*Chief Creative Officer (CCO) / Executive Creative Director (ECD) / VP Creative*

310-995-8633 • todd@yourfriendtodd.com • yourfriendtodd.com • linkedin.com/in/yourfriendtodd

Forget the mailroom. I started as a janitor at 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, my inevitable career toward this business had already begun.

With Art Director roots and years as a Writer, I remain unceasingly amused and excited by great creative, strategy, team building, learning, teaching and problem-solving. I encourage a supportive culture that values each teammate's ownership and hunt for newfangled and occasionally questionable solutions on every project.

My notorious enthusiasm is infectious. I can't help it, I love this stuff.

Expertise spans brand strategy, integrated creative leadership, in-house agency development, creative operations, and team building across fintech, automotive, spirits, luxury, sports, CPG, and technology sectors.

For a guy who started cleaning toilets, I think that's pretty cool.

## EXPERIENCE

### **The Cooler @ Experian – Chief Creative Director (CCO / ECD) 2016 – 2026**

Founded and built Experian's first in-house agency, The Cooler, from scratch – transforming Experian from a brand consumers knew little about, other than when they'd been somehow jilted, to one people actually seek out.

Nine years of award-winning, A-list creative work across every channel, produced entirely on the inside.

- Built and led Experian's in-house creative agency of 20+ creatives, overseeing an annual production budget exceeding \$10M across national broadcast, digital, social, PR, mobile, and experiential channels, from conception to delivery
- Delivered brand-defining campaigns featuring John Cena and Travis Kelce, driving measurable increases in brand awareness and consumer sentiment
- Championed and led the BFF campaign, Experian's most successful ever in both awareness and performance metrics – starring a 12-foot Sam Richardson as everyone's Big Financial Friend
- Far surpassed all previous consumer brand and response benchmarks, contributing directly to bottom-line growth
- A frequent speaker at industry conferences on building and scaling world-class in-house creative teams
- Active board member, ANA In-House Agency Committee

### **J. Walter Thompson / Mirum – Executive Creative Director 2014 – 2015**

Led a 15-person creative department, driving agency culture and storytelling across social, digital, mobile, experiential, in-store, stunts, events, entertainment, and film.

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

### **TBWA / Integer – Executive Creative Director / SVP 2013 – 2014**

Helping the above- and below-the-line disappear. Sister agency to TBWA\Chiat\Day.

- Led creative, brand strategy, integration, and culture of a 150-person integrated agency. Part of a 23-office global network
- Accounts: Michelin, BF Goodrich, Shell, Pella, McDonald's, WD-40, Allied, AllSteel

### **Booz / Digital – Freelance Creative Director 2013**

Global consultancy. Helping blue-chip clients prepare for future relevance. All on the QT and very hush-hush.

### **Garage / Team Mazda – Creative Director / VP 2012 – 2013**

- Directed all digital and traditional integrated communications for the launch of the new CX-9 SUV and the complete brand transformation of Mazda in North America.

### **Team Detroit / PULSE – Creative Director / VP 2010 – 2012**

- Led the soup-to-nuts 360° rebranding of Sports Authority across every channel from experiential to digital to national TV
- Directed SA's brand relationships with the NFL, Denver Broncos, and the new Sports Authority Field at Mile High Stadium
- Extended Warrior's Lacrosse and Hockey brands from niche to legit choice of pros while growing the original loyal base
- Introduced Warrior into European soccer and replaced Adidas as supplier to Liverpool Football Club
- Accounts: Sports Authority, Warrior, See's Candies, New Business

### **M&C Saatchi / LA – Senior Creative (ACD / CD level) 2006 – 2009**

- Directed the – love it or hate it, but surely know it – Ketel One type campaign and transition to broader media
- Transformed City National Bank from Hollywood-insider bank to financial destination with broad business appeal
- Introduced Jet Airways, an India-based luxury airline, to specific US markets on a de minimis budget
- Accounts: Ketel One, Jet Airways, City National Bank, San Diego Zoo, Petco, Crystal Cruises, Getty Center, Tourism Australia, PALA Casino, Curaçao, Heal The Bay

**DDB / LA – Associate Creative Director** **2002 – 2004**  
• Award-winning introduction of Epson into a new category. Campaign won WIRED Magazine Reader's Poll  
• Directed Ameriquest's partnership with Major League Baseball and the branding of their new ballpark  
• Developed brand and award-winning campaign for Full Tilt Poker  
• Persuaded Chairman/CEO of Walgreens to be a "Face-painter" for pro-bono campaign  
• Accounts: Epson, Wells Fargo, Ameriquest, Full Tilt Poker, Hasbro, Anheuser-Busch, Partnership for a Drug-Free America

**Footnote & Belding / San Francisco – Associate Creative Director** **2000 – 2002**  
• Guided Avaya's departure from AT&T/Lucent as a separate brand with its own voice  
• Successfully reintroduced Fox Sports to a wildly opinionated audience with a multi-channel campaign  
• For somewhat noble causes, consumed nation's most expensive QSR burrito (happy to discuss)  
• Accounts: Avaya, AT&T Wireless, Fox Sports, Janus, Sega, Taco Bell, Dockers, Compaq

**RPA (Rubin Postaer and Associates) – Senior Art Director** **1994 – 2000**  
• Led the complete transformation of all Honda Racing creative and communication into a multi-award-winning campaign  
• Developed initial online work for the agency, recognized in digital One Show awards  
• Co-founded RPi (Rubin Postaer Interactive). One of the earliest examples of an agency's in-house digital division. Won the first-ever One Show Digital Award.  
• Accounts: American Honda, Arco, am/pm, WebTV, Activision, LA Kings, CPK, American Lung Association

**USA Today – Journalist** **1993**  
Cairo, Egypt. Reporting on emerging markets.

**Aldus Type Studio – Supervisor / Typographer** **1990 – 1992**  
Type obsessor and kerning maniac.

**Snowflake Entertainment / International Harmony Pictures – Director / Editor** **1990 – 1991**

**DMB&B (Pre-Publicis D'Arcy) / New York – Janitor** **1990**  
Responsibilities included but were not limited to: cleaning vomit from executive washrooms, wiping stains from copying machine glass, removing cigarette butts from ashtrays, vacuuming elevators, and scraping gum off Madison Ave. sidewalks.  
• Screw starting in the mailroom.

**Freelance / Consulting** **2004 – 2013**  
*Various Agencies*  
Brand strategy, integrated creative, campaign development, and creative direction across automotive, spirits, luxury, travel, technology, entertainment, and consumer goods sectors

On- and off-line, above- and below-the-line, digital, social, mobile, direct, experiential, and traditional projects for the likes of Land Rover, Lexus, Toyota, Hyundai, BMW, Red Bull, Grey Goose, Bacardi, Kendall-Jackson, Fender, AT&T, HBO, DirecTV, Ritz-Carlton, Petco, LAX, Ghirardelli, and countless others. At agencies including TBWA\CD, Saatchi, Y&R, Team One, JWT, O&M, Innocean, Campbell-Ewald, RPA, and many more with and without acronyms.

## **EXPERTISE**

Creative Leadership / Brand Strategy / In-House Agency Development / Creative Operations / Integrated Marketing / Team Building / Campaign Development / Content Strategy / Brand Transformation / Executive Presentation / Broadcast Production / Digital / Social / Experiential

## **EDUCATION**

New York University – Multi-major BA with Honors: Film (Tisch), Political Theory, Comparative Religious Studies

## **HONORS & RECOGNITION**

One Show • CA • NY Festivals • London International • Graphis • Beldings • Wired Readers' Poll • IAAA – Addys – ANA – IHAF – 1st Place: Absolut National Ad Competition

## **OTHER**

Art Center College of Design, Pasadena – Adjunct Professor

Judge – The One Club, Clios, and many others / Mentor – The One Club

ANA In-House Agency Committee – Board Member