

TODD MILLER

Chief Creative Director / ECD

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 new-fangled, even questionable, solutions on every project.

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

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

EXPERIENCE

The Cooler @ Experian

2016 – 2026

Chief Creative Director

Founded and built The Cooler from scratch – transforming Experian from a brand consumers knew little about other than when they'd been denied something, to one people actually seek out. Nine years of award-winning, A-list creative work across every channel, produced entirely from the inside.

- Built and led a world-class in-house creative agency responsible for all national broadcast, digital, social, PR, mobile and experiential channels
- Delivered brand-defining campaigns featuring John Cena and Travis Kelce, driving measurable increases in brand awareness and consumer sentiment
- Latest BFF campaign Experian's most successful ever in both awareness and performance metrics
- Far surpassed all previous consumer brand and response benchmarks, contributing directly to bottom-line growth
- Spoke at industry conferences across the country on building and scaling world-class in-house creative teams
- Active board member, ANA In-House Agency Committee

J. Walter Thompson / Lunchbox / Mirum

2014 – 2015

Executive Creative Director

Leading 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

The Integer Group \ TBWA

2013 – 2014

Executive Creative Director / SVP

Helping the line disappear. Sister agency to TBWA\Chiat\Day

- Led the creative, 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

2013

Freelance Creative Director

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

Garage / Team Mazda

2012 – 2013

Creative Director / Vice President

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

Team Detroit / PULSE**2010 – 2012***Creative Director / Vice President*

- Led the soup-to-nuts 360° rebranding of Sports Authority across every channel from 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**2006 – 2009***Senior Creative*

- 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, PALA Casino, Tourism Australia, Curaçao, Heal The Bay

Freelance Creative Director – AD / CW / CD**2004 – ongoing***Various Agencies*

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, Phelps, TMA and many more with and without acronyms.

DDB / LA**2002 – 2004***Associate Creative Director*

- Award-winning introduction of Epson into a new category – campaign won WIRED Magazine Reader's Poll
- Directed Ameritrust'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, Ameritrust, Full Tilt Poker, Hasbro, Anheuser-Busch, Partnership for a Drug-Free America

Foote Cone & Belding / San Francisco**2000 – 2002***Associate Creative Director*

- Guided Avaya's departure from AT&T/Lucent as a separate brand with its own voice
- Successfully re-introduced 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)**1994 – 2000***Senior Art Director*

- 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 in-house digital division – won first-ever One Show Digital Award.
- Accounts: American Honda, Arco, am/pm, WebTV, Activision, LA Kings, CPK, American Lung Association

USA Today**1993***Journalist*

Cairo, Egypt. Reporting on emerging markets.

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

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

DMB&B (Pre-Publicis D’Arcy) / New York 1990
Janitor

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.

EDUCATION

New York University – 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

The One Club – Mentor and Judge

ANA In-House Agency Committee – Board Member