Hayden Gilbert
Founder, Creative Director
& Copywriter
haydengilbert.com

Founder, Chief Creative Officer
SHELTR *(10/18—Present)*

- Launched a new modular agency that builds scalable, curated teams from a diverse network of talent to creatively solve business and marketing problems.

Senior Narrative Lead
Nike *(11/21-2/24)*

- Led Narrative and Copy for Consumer Direct Studio, BDPA Serve Sport, Running, Basketball, and Lifestyle Fields of Play via Insight Global.

Vice President, Head of Creative
HumanN *(10/17—10/18)*

- Led a small internal team and hired external contractors to create branded content featuring some of the most elite Obstacle Course Race and Ultramarathon athletes in the world.

Executive Creative Director
DELL *(10/16—10/17)*

- Launched a new global brand (Dell Technologies) and worked with Y&R New York to create and articulate the global campaign, "Let's Make It Real."
- Managed the internal agency made up of 30+ employees through the integration of seven different companies-including Dell and EMC.

Creative Director
GSD&M *(7/12—7/15)*

- Led large creative teams and created award-winning work for Walgreens, Southwest Airlines, Pacifico Beer, B-Cycle Bike Share, and Seton Hospitals.

Brand Creative / Writer
The Richards Group *(6/10—7/12)*

- Launched and created a national ad campaign for the new RAM Outdoorsman.

Associate Creative Director / Writer
TM Advertising *(10/06—6/10)*

- Lead writer on American Airlines.
- Shortlisted twice at Cannes Lions.

Senior Writer
Barkley *(11/03—10/06)*

- Writer/Producer/Co-Director for 30+ commercials for Sonic Drive-In, which is currently the longest-running ad campaign in QSR history.

Education

University of Texas at Austin / B.S. Advertising / Texas Creative Sequence