

MICHAEL FIELD

Creative Director | Copy & Content | Brand Narrative

Stamford, CT • 646.326.3833 • michael davidfield@mac.com • michael davidfield.com

PROFILE

Executive Creative Director and writer with 20+ years leading brand and performance marketing for direct and digital banking, healthcare, and consumer brands. Proven record driving measurable acquisition and growth outcomes — including \$1B+ in new deposits for HSBC Direct and 23M+ customer acquisitions for AT&T — through integrated campaigns across digital, email, direct mail, paid media, video, and out-of-home. Known for building insight-driven creative systems, coaching high-performing teams, and translating complex financial products into clear, behavior-changing narratives. Track record working with Fortune 100 brands and navigating regulated environments, and actively integrating AI-driven tools into creative workflows.

CORE COMPETENCIES

- Brand & performance marketing campaigns
- Integrated channel strategy (digital, email, DM, OOH, video)
- Website design & digital experience
- Messaging architecture & narrative systems
- Creative team leadership & talent development
- Customer acquisition & direct-response copywriting
- Financial services & regulated category communications
- In-market testing & evidence-based optimization
- AI-driven creative workflows & personalization tools
- Executive storytelling & stakeholder presentations
- Agency, in-house & cross-functional collaboration
- Storyboarding, wireframing & UX concepting

SELECTED IMPACT

- **\$1B+ in new deposits (9 months ahead of schedule)** | Direct-response acquisition campaigns | HSBC Direct
- **23M+ customers acquired** | Integrated brand and direct-response campaigns | AT&T Wireless (Cingular)
- **25% year-over-year growth** | Built and led Creative Center of Excellence | AXIS Capital
- **200% increase in social engagement** | Top event hashtag at EMC World (competitor's event) | HP
- **10M+ units sold globally | 1M+ YouTube views** | Modular digital launch system | Heineken DraughtKeg
- **7M+ minutes of user engagement** | GE Healthymagination
- **Best RLX sales quarter in 13 years** | "The Pitch" video series | Acura
- **\$180M in funding secured** | High-stakes narrative storytelling for investors | Walker Digital & Jay Walker
- **2 Clio Awards** | Stelara launch | Janssen Biotech

PROFESSIONAL EXPERIENCE

VP, Executive Creative Director | Mason Bethany, CT

2022 – Present

- Lead integrated brand and performance creative for Spire Health, Avangrid, Connecticut DOT, and Connecticut Department of Health — turning complex regulated portfolios into clear, behavior-changing narratives across digital, social, video, and direct channels
- Rebuilt the creative operating model — process, templates, and review cadence — standing up an in-house Creative Center of Excellence that improved speed to market and brand consistency
- Pioneered AI adoption across the creative process — from ideation and concepting to production — reducing time-to-output while elevating quality
- Won new business (Avangrid, Spire Health, New Hampshire Paid Leave, Northeast Building & Home, Connecticut DOT) with scalable campaign platforms and anthem ideas
- Manage and mentor a mixed team of FTEs, contractors, and agency partners

VP, Associate Creative Director / Writer | Ogilvy Health New York, NY

2021 – 2022

- Led brand storytelling across major healthcare accounts, including Simparica Trio, Ferring Pharmaceuticals, and Gilead — balancing strategic precision with compelling creative in highly regulated environments

- Won the ERA Coalition account; contributed senior-level copy and concept leadership across HCP, patient, and brand communications

VP, Associate Creative Director / Writer | Atmosphere Proximity New York, NY 2018 – 2020

- Led integrated creative across Emirates Airlines, AXIS Capital, Cognizant, and We Make — spanning global brand campaigns, integrated communications, website, CRM, TV, print, video, and experiential
- Pitched and retained Emirates Airlines and built scalable campaign systems that traveled across formats and geographies

VP, Associate Creative Director / Writer | GSW New York, NY 2017 – 2018

- Led creative for two flagship Lilly oncology brands — Cyramza (advanced gastric cancer) and Alimta (pleural mesothelioma and non-small cell lung cancer) — in one of the most complex and regulated categories in healthcare
- Developed patient and HCP campaigns grounded in rigorous medical strategy and brand compliance across one of pharma's most competitive oncology portfolios

VP, Associate Creative Director / Writer | McCann HumanCare (now McCann Health) New York, NY 2016 – 2017

- Won 2 Clio Awards on the creative launch of Stelara (Janssen) and pitched and won Opdivo (Bristol Myers Squibb) and Fasenra (AstraZeneca)
- Managed and grew relationships with AstraZeneca and Bayer (Kyleena), developing integrated campaigns across a complex and highly regulated category

Branded Content Creative Director / Writer | Sparks & Honey New York, NY 2013 – 2014

- Developed and launched “The Pitch” video series for Acura, contributing to the brand's best sales quarter in 13 years
- Leveraged cultural insights to develop real-time social content for the Life Is Good brand, connecting product to cultural moments across channels

Creative Director / Writer / Owner | Fieldhouse Factory Stamford, CT 2011 – Present

- Independent creative studio for senior-level creative and copywriting leadership — active between engagements. Pitched and won the Greg Norman Collection and Moneyhouse Mortgage
- Advise agencies and brands on positioning, campaign development, and creative storytelling across consumer, finance, and lifestyle categories

Creative Director / Writer | Beeby Clark+Meyler Irvington, NY 2008 – 2010

- Drove 7M+ minutes of engagement for GE Healthymagination through digital storytelling and the first-ever live video banner with user engagement
- Launched Hyperion Books' The Hitchhiker's Guide to the Galaxy (Book 6) — the first brand to send its tweets into outer space

Director of Storytelling | Walker Digital Management Stamford, CT 2007 – 2008

- Defined narratives for Jay Walker's inventions — translating complex ideas for investors, partners, and consumers — contributing to \$180MM in funding raised
- Wrote keynote speeches for Jay Walker, co-founder of Priceline and one of America's most prolific inventors

EDUCATION & RECOGNITION

Bachelor of Arts, Advertising — The Pennsylvania State University, State College, PA

Continuing Education — School of Visual Arts, New York, NY

AWARDS

Cannes Cyber Lion, Clio, One Show, International Andy Awards, Shorty, Flash, Ad Tech Best of Show, Ad Tech Best of Category, Macro Media Award, SIA Award, Healthcare Ad Awards, Healthcare Digital Marketing Awards, Telly Awards, CT Ad Club Awards, CADC Awards, and Educational Advertising Awards Press: MediaPost, The Wall Street Journal, The New York Times, Adweek, Ad Age