

348 Club Rd.
Stamford, CT 06905
646.326.3833

michaeldavidfield.com
michaeldavidfield@mac.com

MICHAEL FIELD

Michael is a media agnostic Executive Creative Director with experience in storytelling, advertising, digital marketing, and social media for over 20 years. He defines global creative strategies, leads creative teams, and helps brands leverage technology, entertainment, design, and innovation to develop original, branded experiences across all platforms. He believes in the power of storytelling to create the most effective content, to immerse consumers in brand narratives and to deliver meaningful, authentic brand experiences. He has managed up to 17 people.

RESULTS

- Delivered over 7 million minutes of user engagement for GE
- Engaged over 1 million viewers on YouTube for Heineken
- Acquired over 23 million customers for AT&T Wireless (Cingular)
- Built a database of over 250K teens for Doritos
- Earned over \$1B in deposits for HSBC Direct (9 months ahead of schedule)

CAREER HIGHLIGHTS

VP, Executive Creative Director

Mason, Bethany, CT

2022 – Present

- Responsible for the strategic evolution and expression of clients' brands
- Expanded agency capabilities to drive creativity and shape the way we work
- Increased level of creativity and consistency across all channels
- New Business Wins: Avangrid, Spire Health, New Hampshire Paid Leave, Northeast Building & Home

VP, Associate Creative Director / Writer

Ogilvy Health, NY NY

2021 – 2022

- Pitched and won ERA
- SimpericaTrio, Ferring Pharmaceuticals, Gilead

VP, Associate Creative Director, Writer

Atmosphere Proximity

2018 – 2020

- Define AXIS Capital creative strategy and lead day-to-day creative
- Pitched and saved Emirates Airlines account
- Acquired over 23 million customers for AT&T (Cingular) Wireless

VP, Associate Creative Director

GSW, NYC

2017 – 2018

- Cyramza – Lilly’s advanced gastric cancer / gastro-esophageal treatment prior to chemo
- Alimta – Lilly’s chemo treatment for pleural mesothelioma + non-small cell lung cancer

VP, Associate Creative Director, Writer

McCann HumanCare NY NY

2016 – 2017

- Pitched, won and launched Stelara (Janssen Biotech, Inc.)
 - Won 2 Clio Awards
- Pitched, won and managed AstraZeneca, and Bayer

Branded Content Creative Director / Writer (Freelance – 6 mo.)

sparks & honey NY NY

2013 – 2014

- Pitched, won and launched Acura video series “The Pitch”
 - Best Acura RLX sales quarter in 13 years

Creative Director, Writer, Freelance

Fieldhouse Factory

2011 – 2016

- Helped pitch and win Keytruda
 - Merk’s humanized antibody used in cancer immunotherapy
- Pitched, won and Launched:
 - Moneyhouse Mortgage, Greg Norman Collection

Creative Director, Writer

Beeby Clark+Meyler Irvington NY

2008 – 2010

- Delivered over 7 million minutes of user engagement for GE Healthymagination
- Launched First–Ever LIVE video in the banner space for GE
- First–Ever to launch Tweets into deep space – The Hitchhiker’s Guide to the Galaxy

Director of Storytelling

Walker Digital Management Stamford CT

2007– 2008

- Acquired \$180M in funding
- Collaborated with world–famous entrepreneur/inventor Jay Walker
- Defined narratives for his inventions for investors, partners and consumers

AWARDS

Cannes Cyber Lion

Clio

One Show

The International Andy Awards

Shorty

Flash

Global Award

Ad:Tech

– Best of Show

Ad:Tech

– Best of Category Macro Media

Media Post Magazine

The Wall Street Journal

The New York Times

Adweek

AdAge

EDUCATION

The Pennsylvania State University, State

College, PA

Bachelor of Arts, Advertising

School of Visual Arts

New York, NY

Continuing Education

NOTES
