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MICHAEL FIELD

EXECUTIVE CREATIVE DIRECTOR | STORYTELLING | BRAND STRATEGY | DIGITAL MARKETING

Michael is a media-agnostic Executive Creative Director, with over 20 years of experience in crafting compelling brand narratives across advertising, digital marketing, social media, and content creation. He specializes in defining and executing global creative strategies, leading diverse teams, and leveraging the latest in technology and design to deliver innovative, branded experiences. With a passion for storytelling, he creates powerful content that immerses consumers, elevates brands, and drives measurable results. He's led creative teams of up to 17 professionals to achieve outstanding business outcomes and has partnered with top-tier brands like GE, Heineken, AT&T, HSBC, and more.

RESULTS

FACTS

- **AXIS Capital Cyber Insurance**
Established cross-portfolio creative standards, improving consistency and speed to market.
Results: 25% increase in YOY growth directly attributed to our Creative Center of Excellence (CoE).
- **HP**
Led “72 Hours of Yes” campaign to disrupt EMC World. Results: 200% surge in social engagement, making #72hoursofyes the top event hashtag.
Designed a modular launch playbook so product and vertical teams could plug in their details and reliably generate ‘on-brand, on-brief’ campaigns.
- **Heineken**
Turned Heineken DraughtKeg ‘technophonic dance party’ into a modular digital launch playbook—website, UGC, YouTube, and social—so local markets could plug in their content and activate consistent, on-brand experiences globally. Results: Sold over 10 million worldwide and 1.4 million in the U.S.

FIGURES

- 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)
- Secured \$180MM in funding for world-famous entrepreneur Jay Walker through compelling narrative storytelling
- Built a database of over 250K teens for Doritos
- Earned over \$1B in deposits for HSBC Direct (9 months ahead of schedule)

PROFESSIONAL EXPERIENCE

VP, Executive Creative Director

Mason, Bethany, CT | 2022 – Present

- Lead integrated creative for Subway Foundation, Avangrid, Connecticut DOT, and Connecticut Department of Health, turning complex portfolios into clear, behavior-changing narratives
- Rebuilt the creative operating model—process, templates, and reviews—to boost quality and speed, effectively standing up a creative center of excellence
- Won new business (Avangrid, Spire Health, New Hampshire Paid Leave, Northeast Building & Home, Connecticut DOT) with anthem ideas and scalable campaign systems

Creative Director / Writer / Owner

Fieldhouse Factory, Stamford, CT | 2011 – 2021

- Pitched & won Greg Norman Collection
- Pitched & won Moneyhouse Mortgage
- Consulting for agencies

VP, Associate Creative Director / Writer

Atmosphere Proximity, New York, NY | 2018 – 2020

- Pitched and retained Emirates Airlines
- Managed AXIS Capital
- Cognizant: Launched global brand campaign – TV, print, radio

VP, Associate Creative Director / Writer

McCann HumanCare, New York, NY | 2016 – 2017

- Won 2 Clio Awards for the creative launch of Stelara (Janssen Biotech)
- Managed and expanded relationships with AstraZeneca and Bayer

Branded Content Creative Director / Writer (Freelance)

Sparks & Honey, New York, NY | 2013 – 2014

- Developed and launched the Acura video series “The Pitch” driving the best RLX sales quarter in 13 years

Creative Director / Writer

Beeby Clark+Meyler, Irvington, NY | 2008 – 2010

- Delivered 7M+ minutes of user engagement for GE Healthymagination
- Launched innovative LIVE video banners – GE
- Launched The Hitchhiker’s Guide to the Galaxy Book 6

Director of Storytelling

Walker Digital Management, Stamford, CT | 2007 – 2008

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

EDUCATION

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

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

New York Times

Adweek

AdAge