

# REID ARMBRUSTER

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## BRAND STRATEGY, STORYTELLING AND EXPERIENCES | MARKETING | CREATIVE

I'm a fearless, globally minded and AI-savvy-but-unapologetically-human marketing leader who crafts compelling brand narratives and experiences across owned, earned, and paid media. Drawing on award-winning copywriting and creative chops, MBA-fortified strategic acumen, and Amazon-honed analytical skills, I excel at helping brands to identify and refine their true voices, to create authentic and insight-driven experiences at every step in the customer journey, and to tell their stories in ways only they can — and I develop teams and people that do the same. I live for dynamiting silos and rallying people across functions, geographies and cultures to create omnichannel marketing that differentiates, resonates, and delivers on brand and business goals. And whether the objective is acquisition, retention, evangelism, or all of the above, it all boils down to making people feel something real. Which begins and ends by telling them a great story.

## PROFESSIONAL EXPERIENCE

### AUDIBLE (AN AMAZON COMPANY) — Newark, NJ (2014 – 2025)

#### Senior Director, Brand and Content Marketing (2017 – 2025)

#### Director, Digital and Social Marketing Communications (2014 – 2017)

Recruited by a former Razorfish colleague to Audible, the world's leading producer and provider of premium, subscription audio storytelling, to reimagine the company's brand and marketing approach through the lens of social media and then across fully integrated, 360-degree, full-funnel marketing campaigns in owned, earned, and paid media to drive customer acquisition, subscriber growth, and engagement. Tenure began under visionary founder and CEO Don Katz and continued after Bob Carrigan, former CEO of Dun & Bradstreet, took the reins in 2020. Highlights:

- Reporting to the SVP, Global Brand and Content Marketing and Head of North America Brand and Content Marketing, led a team of six to develop audio franchises and fandoms, create new fan and member experiences, build community, drive customer acquisition and member engagement, and optimize brand and monetization potential of audiobooks and podcasts in the "Action and Adventure" genre — Audible's most profitable and popular content vertical.
- Worked closely with Audible's data and analytics team to develop KPIs, success metrics, custom Tableau dashboards, and other campaign-specific measurement tools to prove campaign, creative and marketing ROI.
- Collaborated cross-functionally across a heavily matrixed, global organization with teams including Product, Tech, Data and Analytics, Growth Marketing, CX, UX, Programming, PR, Editorial, Partnerships, Business Affairs, and Paid Media.
- Built and integrated Anthropic GenAI personas into team workflows, enabling co-creation of strategic briefs and messaging.
- Partnered with Amazon Studios in Seattle and L.A. to identify and capitalize on cross-promotional opportunities in the Amazon advertising and marketing ecosystem across Amazon's Global Media and Entertainment business unit.
- Conceived, proposed, and secured buy-in from the VP of Growth and Head of MarTech on a first-of-its-kind, member-exclusive, global digital experience program, with full tech integration into the Audible mobile app, to drive app downloads, trial subscriptions, and unit sales, along with brand engagement and consistency (the program is currently in beta).
- Partnered with Disney/20th Century Studios, CIVIC Entertainment, Fandom, Vox, ReedPop and Audible's internal events, creative and social media teams to amplify the experiential activation and increase fan turnout for the blockbuster launch of *Slayers: A Buffyverse Story* at New York Comic Con — reaching a combined audience of 8.5B consumers.
- Architected the 360-degree launch campaign for *The Sandman*, the #1 *New York Times* bestselling audio franchise based on the graphic novels from DC Comics — driving 2.5x acquisition and 3.25x mobile-app install benchmarks, shattering pre-order and Week 1 sales records, and catapulting it to all-time-bestselling Audible Original status.
- Directed the collaboration between *LA Times* Studios and Audible's internal creative team to launch *Impact Winter Season 3* — earning "Best Use of Storytelling" in the 2025 Native Advertising Awards and driving 3x CTR benchmark.

### RAZORFISH — New York, NY — (2008 – 2014)

#### Associate Director, Digital Marketing and Communications (2011 – 2014)

#### Copy Lead (2009 – 2011)

#### Creative Consultant (2008 – 2009)

Tapped by a former VSA Partners colleague to join Razorfish, one of the country's leading full-service digital agencies, to help it win the Mercedes-Benz USA business. For the next five years, built and led a small team of copywriters, creatives, and producers, establishing and unifying this legendary automaker's brand voice across all digital properties and channels, while ensuring alignment across client and strategy teams. Highlights:

- Reporting to the Executive Creative Director and working closely with the Group Creative Director and VP Account Planning, created advertising and web content, driving a 73% increase in Mercedes-Benz US vehicle sales from 2009 to 2014.
- Trained a 45-person agency team and all new hires on Mercedes-Benz history, brand identity framework and product portfolio, ensuring consistency of brand voice and alignment between content, client and strategy teams.
- Working with the internal creative team, sister agency Denuo, and Twitter, architected the global messaging strategy for the multi-award-winning Mercedes-Benz Tweet Race, the world's first Twitter-fueled race (shortlisted for Cannes Cyber Lions).

## **FIFTY THOUSAND FEET – New York, NY – (2004 – 2008)**

### **Creative Director (2004 – 2008)**

Recruited by the founders of Fifty Thousand Feet (three former VSA Partners colleagues), to build this award-winning brand and creative consultancy's nascent copywriting discipline and direct creative teams in developing brand and product advertising, as well as content and collateral, across print, radio, digital and video media for marquee clients. Highlights:

- Served as Editor-in-Chief of *BMW Link* magazine, the official Aftersales magazine of the globally renowned German automaker — worked with VP, Aftersales and senior leaders at BMW Group in creating multi-year content strategy and publishing calendar, authoring features and select articles, and directing team of in-house and freelance journalists, with the goal of fostering a greater sense of connection between the global dealer network, employees, service providers and customers alike, while also providing education and best-practices for driving customer loyalty and post-sale revenue.
- Led strategy, concepting, copywriting and creative direction for all omnichannel marketing efforts promoting line of clothing, branded merchandise, and vehicle accessories in the U.S. from MINI, the storied British automotive brand formerly known as Mini Cooper — earning multiple awards and driving 38% average YoY category revenue growth from 2004 to 2008.
- Worked directly with Head of Customer Relationship Management (CRM) at BMW of North America and led agency team in the development of new customer communications program for nationwide dealer network across print, email, and direct email for driving brand loyalty, customer retention, repeat visits and scheduled-maintenance revenue.

## **VSA PARTNERS – New York, NY – (2000 – 2004)**

### **Writer (2000 – 2001)**

### **Senior Writer (2001 – 2004)**

Hired by a Principal at this renowned branding and creative agency to develop and write advertising for print, outdoor, and radio, plus brand messaging, collateral, interactive content, and annual reports for Fortune 500 clientele. Highlights:

- Led messaging development and copywriting for \$500M+ Harley-Davidson Genuine Accessories sub-brand and product line from 2001 to 2004, driving customer loyalty and generating recurring, post-sale revenue for the iconic motorcycle company and its dealer franchisees — contributing to a 59% increase in accessories revenue during that period.
- Conceptualized and wrote all creative from 2001 to 2004 for the award-winning, digital Harley-Davidson Dealer Advertising Planner, which provided the US dealer network with a comprehensive, annually refreshed suite of customizable, brand-safe, and corporate-approved print, radio and outdoor advertisements for local promotions.
- Developed, wrote, and edited the first-ever 2001 IBM Corporate Citizenship Report — leading to the agency's engagement with McDonald's to create its 2004 Corporate Social Responsibility Report.
- Authored acclaimed Harley-Davidson Centennial annual report trilogy from 2001 to 2003 — earning multiple ARC Awards.

## **AWARDS AND RECOGNITION**

Cannes Cyber Lions (shortlist), Effie Awards, Shorty Awards, The One Show, Webby Awards, *Communication Arts*, D&AD, ARC Awards, Audie Awards, *I.D.* magazine, *Creative 32 Annual*, *Applied Arts* magazine, Graphis Advertising Awards, Native Advertising Awards, Drum Awards, Favorite Website Awards (FWA), *Fast Company* and more.

## **EDUCATION**

### **MASTER OF BUSINESS ADMINISTRATION (MBA) | NYU Stern School of Business – New York, NY**

Studied brand strategy under Scott Galloway

### **BACHELOR OF ARTS (BA) English | Princeton University – Princeton, NJ**