

Justin Reichman

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CREATIVE MARKETING EXECUTIVE | MBA

Creative leader with a proven ability to blend imaginative storytelling and sharp strategy to deliver campaigns that drive measurable growth and brand transformation. Known for inspiring high-performing teams to push creative boundaries and embrace bold ideas, I cultivate environments where innovation thrives. Combining creative vision with business acumen, I ensure every project aligns with organizational goals, is delivered on time and on budget, and generates lasting impact.

SKILLS

Creative Direction & Strategy: Creative Vision, Strategic Ideation & Planning, Branding, Rebranding, Storytelling, Brief Creation

Leadership & Collaboration: Team Leadership, Mentorship, High Emotional Intelligence, Cross-Functional Collaboration, Stakeholder Engagement, Vendor Management

Data & Communications: Data-Driven Insights & Analysis, Crisis Communication, Editorial Excellence, Presentations, Writing Versatility, Research, Focus Group Testing

Technical Proficiency: Microsoft Suite, Google Workspace, Adobe Creative Cloud, Keynote, Adobe Experience Manager, CMS, Jira, Budget Management, AI

KEY ACHIEVEMENTS

Brand Transformation & Rebranding:

- Directed the brand transformation for Bravo, Discovery Channel, TLC, and Apple Information Security, resulting in measurable increases in audience engagement, brand equity, and revenue.
- Leveraged market insights and innovative storytelling strategies to create cohesive, loyalty-driven brand identities recognized across all platforms.

Record-Breaking Campaigns:

- Led award-winning campaigns that shattered ratings and engagement records, elevating TLC to its highest ratings in 18 years and achieving Discovery Channel's most-watched *Shark Week* in history.
- Set new standards for audience loyalty, engagement, and brand growth, outperforming industry benchmarks.

Collaborative Excellence & Team Leadership:

- Cultivated and led high-performing, trust-driven teams across organizations, fostering environments where creativity thrived, top talent remained engaged, and innovation flourished.
- Empowered team members to take risks and embrace authenticity, resulting in award-winning campaigns, record-breaking results, numerous industry accolades, and sustained success across diverse projects.

EXPERIENCE

Laetro | Oct 2024 - Present

FREELANCE CREATIVE DIRECTOR, WRITER, AND STRATEGIST

- **Creative Solutions:** Deliver high-impact campaigns and content through creative storytelling and data-driven strategies.
- **Content Creation:** Conceptualized, directed, and executed the trailer for *Niantic's* VR app *Into the Scaniverse*, introducing the brand into a new creative space. Created *Shopify* case studies utilizing AI.

Apple | March 2022 – Oct 2024

BRAND, MARKETING, AND COMMUNICATIONS FOR APPLE INFORMATION SECURITY

- **Website Redesign:** Led the 2022 and 2024 redesigns of Apple's Information Security website, improving UX, security messaging, and technical accuracy through cross-functional collaboration.
- **Brand Identity:** Developed a cohesive brand identity, leveraging narrative-driven, data-backed insights to boost brand engagement.
- **Strategic Communications:** Helped achieve a 94% open rate on internal communications with initiatives that enhanced workforce security awareness. Spearheaded B2B communications.

Discovery Communications | TLC | June 2014 – Dec 2020

VICE PRESIDENT MARKETING CREATIVE

- **Strategic Campaign Development:** Spearheaded strategic campaigns across video, digital, social, print, and radio, achieving alignment with organizational goals.
- **Transformative Prosocial Initiatives:** Created and executed the award-winning 'Give A Little TLC' campaign, evolving it from a series of long-format vignettes addressing social issues into a national awards show.

Discovery Communications | Discovery Channel | June 2013 – June 2014

VICE PRESIDENT MARKETING CREATIVE

- **Impactful Creative Leadership:** Orchestrated cross-platform content strategies aligned with evolving audience, synthesizing research and programming priorities to help drive Discovery Channel's highest ratings in over a decade.
- **Prioritization:** Instrumental in prioritization of promotional placement to maximize impact and boost ratings.

NBC Universal | Bravo | June 2003 – June 2013

SENIOR CREATIVE DIRECTOR / CREATIVE DIRECTOR

- **Vendor Management:** Managed large budget productions with external vendors.
- **Direction & Production:** Fully executed and oversaw live-action shoots, ensuring each project aligned with the network's vision while driving revenue growth.
- **Sponsorships:** Partnered with Ad-Sales to execute multi-million-dollar projects.

EDUCATION

- **Georgetown University | Washington DC** - Executive Master of Business Administration
- **University of Washington | Seattle, WA** - Bachelor of Science in Zoology
- **UCLA Extension | Los Angeles** - Writing for Television | Novel Writing IV and V
- **Professional Development** - Executive Management Training Program, Discovery, Inc.