

RICH GREENE, III

New York City

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Blending Account, Strategy and Creative lenses, I uncover fresh business oriented marketing solutions by leading teams, understanding consumers, and defining brands. I've successfully developed immersive programs that engage across live and digital platforms for corporate game changers in tech, spirits, entertainment, sports and consumer products. I create bridges that allow for public and private partnerships to flourish with effective communication. I'm a seasoned problem solver with an appetite for innovation, focused on business growth, cultural connections, community and scalable client success.

EDUCATION

Parsons, The New School - UX, UI Design

UX Design Foundations (May 2021)

Columbia University, School of International and Public Affairs – MPA

Management and Urban Policy (May 2012)

Tufts University - Bachelor of Arts

Economics and International Relations (May 2002)

PROFESSIONAL EXPERIENCE

Volition Sound (New York, NY)

Director, Content Strategy (April 2023 – Present)

- Drive Strategy and Business Development for boutique virtual production studio, delivering integrated VR, XR and MR campaigns - defining content partnerships with B2B and B2C leaders;
- Craft original, award-winning, compositions for brands, TV, film and streaming clients;
- Communicate creative positioning through UX wireframes, copywriting and client presentations;
- Collaborate with business leadership teams to guide creative solutions (Disney, Nickelodeon);

PopLife (Miami, FL)

Creative Director (January 2023 - April 2023)

- Led team of 6 direct reports on strategy, pitch and creative execution for \$3M campaign;
- Executed Kraken Gold Spiced Rum product launch in NYC with Proximo Spirits;
- Ensured category breakthrough by engaging over 4000 brand ambassadors and culture movers;
- Mapped digital frameworks, influencers and PR blitz with inter-agency teams (5M+ reach);
- Created dramatic visual content, immersive moments and music scores to support storytelling.

MKG (New York, NY)

Creative Director (November 2022 - January 2023)

- Led Creative team and Meta client through B2C live event concept, pitch, build and execution;
- Re-imagined digital content assets in experiential design, to enhance narratives and meet KPIs;
- Designed an inclusive cultural space for Meta, creating a draw for DEI recruiting at AfroTech;
- Showcased product integrations, demonstrating innovations in Horizon Worlds and Workplace;
- Featured VR, AR and digital storytelling tools with diverse content creators for 12,000+ guests;
- Produced live panels for Metaverse and Quest 2 with global creative leaders on 3 main stages.

Momentum Worldwide (New York, NY)

Senior Account Manager (March 2019 – September 2019)

- Managed experiential strategy, creative and events for the William Grant & Sons Mixables and Innovation portfolio (Hendrick's, Milagro, Flor de Caña, Reyka, Sailor Jerry, Fistful of Bourbon);
- Coordinated Account and Production team across New York, Chicago and St. Louis offices;
- Guided senior clients through brand evolution and portfolio pitches, providing category expertise;
- Collaborated with key client stakeholders on brand vision, budget, KPI and measurement;
- Amplified strategic solutions, building earned equity and expansion into Web3 and ESports;

MKTG (New York, NY)

Manager, Creative Strategy (July 2016 – February 2019)

- Enhanced MKTG's strategic practice, focusing on national experiential efforts for Diageo (Don Julio, Ketel One, Bulleit, Crown Royal, Buchanan's), contributing to \$18M in program growth;
- Established UX frameworks for consumer engagement campaigns (digital, on/off-premise, retail);
- Combined innovation, creative copywriting and social media to drive trial and brand loyalty, while breaking ground on membership communities and incentive rewards programs;
- Captured, analyzed and transformed data insights into market solutions, with a culturally sensitive, lifestyle lens – keeping clients on the front lines of contemporary and future trends;

R/GA (Los Angeles, CA)

Director, Strategy (May 2021 - November 2022)

- Translated insights into programmatic solutions for Roku streaming media content;
- Implemented data and content strategy matrix to define new brand goals and compass;
- Distilled brand challenges into creative briefs for innovative new business pitches;
- Leveraged research into scalable UX design features to enhance customer experiences;
- Defined strategic blueprint for amplified presence and platform usability for over 53M consumers.

FunnyHow (Lisbon, Portugal)

Associate Director, Strategy & Innovation (November 2020 - May 2021)

- Refreshed and optimized brand objectives with senior leadership, account and creative teams to bring "health into the home" and generate a 17% growth in sales performance for North America;
- Presented compliant solutions for the launch of PinkGlowPineapple during the pandemic, reaching over 22M consumers digitally through social media and online.

Red Bull (New York, NY)

Creative Director, Music Programming and Digital Content (September 2012 – November 2015)

- Developed unique in-game music experiences at Red Bull Arena to establish an authentic tone and contribute to 10% growth in attendance during consecutive championship MLS seasons;
 - Composed custom digital content for high-profile game day presentations and stunts, leading to successful monetization opportunities, fan engagement and multimedia programming;
 - Collaborated with strategic brand partners (Adidas, AT&T, Audi, Microsoft) to feature products and services both inside and outside of the arena, while supporting community outreach.
 - Coordinated pre-production and budget management for seasonal team and client programming.
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ADDITIONAL SKILLS & AFFILIATIONS

- Business Development, Sales, Event Production, Sponsorship Negotiation, Client Management;
- Proficient in written and spoken Spanish (intermediate);
- Keynote, Microsoft Office, Adobe, Slack, Salesforce, SketchUp, Figma, LogicX, Ableton Live 11;
- Junior Board member of Cool Culture, providing more than 50,000 historically marginalized families and their children with free, unlimited admission to cultural institutions throughout NYC;
- Tufts Black Alumni Association member & All American Lacrosse player;
- Licensed Real Estate Salesperson (New York State).

AWARDS

- Gold District ADDY Award 2013 for Best New Score with Generousitas Agency (Guardsman)

**Recommendations provided upon request*