

Josh Greenspan

Executive Creative Director specializing in building brands and driving full-funnel results through trans-media expertise and consumer-driven, strategic insights.

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EXPERIENCE

Executive Creative Director / StrawberryFrog, New York

Clients / Northwell Health / Crowe LLP / Walmart / AfterPay / Lifebridge Health / Woody Creek Distiller / Pfizer

- Led internal and external transformation across multiple Fortune 100 companies, galvanizing employees and consumers around a shared purpose through innovative experiences, cross-channel communications and digital solutions.
- Reimagined the use of creative, strategy and emotionally-resonant storytelling to reshape culture within organizations.
- Creatively and strategically reinvented New York's largest health system—from brand-level thinking to lower-funnel clinical marketing—resulting in dramatic increases in brand loyalty, affinity and revenue.
- Led an internal transformation for Walmart's 2.2M associates that spanned internal communications, media innovation, integrated marketing, corporate initiatives, and brand storytelling.

Executive Creative Director / IPG Reprise Digital, New York

Clients / Fiat Chrysler Automotive Group / Sling TV / California Lottery / U.S. Open / FDA / Coty / Ad Council

- Created, elevated and led the social-focused creative capabilities within parent company, IPG Mediabrands.
- Hired, developed, and manage a team of over 40 social media specialists including creatives, strategists, community managers, and paid media leads.
- Pitched, won, creative directed, and wrote a fully integrated national campaign for Sling TV spanning broadcast, digital, social media, mobile, and OTT.
- Co-created and nurtured the IPG Mediabrands Society brand (later became Reprise Digital) including look, feel, tone, digital/social presence, and cultural initiatives.

Group Creative Director / Havas, New York

Clients / Liberty Mutual, theScore.com, TD Ameritrade

- Creative lead for Liberty Mutual Insurance with an annual spend of \$400 million.
- Directed a multi-channel rebrand inclusive of broadcast, digital, social, email, direct response, print, OOH and sponsorships.
- Hired, developed, and manage a team of 22 art directors and copywriters.
- Elevated the craft and production quality of broadcast, mobile, digital, social media, direct response, and innovation initiatives.
- Acted as creative lead with key client stakeholders and provided day-to-day guidance and POV on how to proceed as a brand.

VP, Group Creative Director / McCann, New York

Clients / USPS, Brady Campaign, Jose Cuervo, American Airlines, Weight Watchers for Men, MasterCard, Sony Xperia, Chevy, General Mills

- Directed multiple accounts resulting in breakthrough work, including the invention of the world's first petition you sign with your voice for the Brady Campaign.
- Creative directed and led a team of 10 creatives for the USPS – overseeing broadcast, digital, social, and innovative partnerships.
- Creative lead on American Airlines' pivotal rebranding effort coming out of bankruptcy.
- Creative lead on Weight Watchers featuring Charles Barkley and penned the Sony Xperia tagline, "Made of Imagination."

Freelance Creative Director/Mother and Ogilvy, New York, NY

- Creative lead/creative director on a digitally and experientially led pitch for a popular energy drink.
- Creative lead/creative director on rebranding efforts for American Express and the GAP, with an emphasis on digitally-led, integrated thinking.

Creative Director / StrawberryFrog, New York, NY

Clients / Jim Beam, Frito-Lay, Liberty Mutual Insurance, Foster's Lager, Nanhi Kali, Unisys, Sam's Club, Susan G. Komen

- Pitched, won, creative directed, and led the agency's two largest accounts – Jim Beam and Unisys.
- Managed and led Jim Beam's rebranding effort, culminating in a multiple award-winning film featuring Willem Dafoe.
- Creative lead on the One Show Gold Pencil-winning effort for Nanhi Kali and the world's first donation-based film series.

EDUCATION

Tufts University, Medford, Massachusetts

Bachelor of Arts in Psychology with Minor in English

School of Visual Arts, New York, New York

Portfolio Classes

HONORS

Cannes Cyber Lion

Cannes Film Lion

One Show Interactive

Time Magazine's Best Ads of 2011

D&AD

Art Director's Club

Creativity Annual Awards

ANDY

AICP

FWA Site of the Day

Effie

Pixel Award