

Dave Galens

Creative Director | Copywriter | Content Specialist

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Summary

- 10+ years developing measurable creative and content
- Leader of cross-functional teams with proven results
- Experience in QSR, healthcare, automotive, fintech
- Technical writing
- Brand strategy and standards development
- AI prompt engineering

Professional Experience

CONTENT MANAGER | 10/23 - 05/2026

North — Troy, MI

- Developed targeted marketing ads, thought-leadership content, and PR, elevating Cision share of voice to 7%
- Originated social-media advocacy program for internal stakeholders, raising participation to 22%
- Concepted and created original SME video and podcast content to drive brand distinction and engagement
- Drove integrated product campaigns and sponsored content with Payments Dive, PYMNTS, Javelin, and others

SENIOR COPYWRITER | 06/2017 - 09/2022

Campbell Ewald — Detroit, MI

- Led conversion campaigns for OnStar and brand launch of the OnStar app, elevating subscriptions by 25%
- Adoption campaigns for GM Connected Services, doubling dealer participation rates in package sales
- Developed and created new brand standards for OnStar and GM Connected Services rebrands

CREATIVE DIRECTOR | 07/2014 - 05/2017

Daniel Brian Advertising — Rochester, MI

- Collaborated with energy, QSR, and government clients to deliver tailored, targeted results
- Award-winning brand awareness and customer engagement for leading healthcare systems
- Managed high-performing team of creatives to drive organizational effectiveness and achievement
- Partnered with Consumers Energy, SSM Health, Flagstar Bank, Mercy Health, and Hungry Howie's Pizza

CREATIVE DIRECTOR | 07/2004 - 04/2014

Big Communications/MXM Health — Ferndale, MI

- Integrated creative solutions, training, events, and sales strategy for Pfizer, Merck, Takeda, leading Pharma brands
- Created unique brand identity, sales force engagement, CRM, and consumer marketing to boost brand visibility
- Team leader for design, content, instructional design and production professionals

CONTRACT & FREELANCE WORK

- **GM Rewards Card** CRM campaign and engagement collateral
- **Community Financial Credit Union** rebrand campaign and Detroit Lions partnership promotion
- **McCann Relationship Management** creative direction and copy
- **Quell Group** web content and SEO development

Education

Michigan State University, East Lansing, MI | Bachelor of Arts, English