



Michele Marlo

Executive Creative Director

ABOUT ME

I am an Executive Creative Director with over 25 years of experience in brand & retail advertising in a multitude of industries including automotive, casino, real estate, financial, retail, and health care. I have been responsible for strategy, creative development & production for clients including Nissan, Toyota, Blockbuster, General Motors, Minute Maid, HGTV, IKEA, Bekins Moving & Storage, & MultiCultural Health Care, just to name a few. I have had the pleasure of directing talent like Tiger Woods, Carmen Elektra, James Earl Jones, Jeff Bridges, & the animators of The Rugrats cartoon series. My passion lies in figuring out how strategy & innovation marry exceptional creative, utilizing the following skills:

- Creative Director that Art Directs & Copywrites for every medium.
- Utilizes sharp design, creative & digital skills to create talk-worthy ideas, tell stories, & create campaigns & experiences that build world-class brands.
- New Business Pitch Team Guru - winning multi-million dollar contracts.
- Creator of communication & presentation efforts with client-side C-level Executives, facilitating strong effective strategy & prioritized client's goals.
- Award Winning Creative Leader who has built cohesive high-level teams.
- Able to manage high-volume workflow with overlapping deadline.
- Establishing and managing to metrics, business objectives, and budgets.
- Innovation Leader hosting monthly Innovation seminars for the last decade.
- Pioneering Social Media & Digital Marketing content creator.

EXPERIENCE

Advanced Marketing Strategies Executive Creative Director

2005 - Present ▪ San Diego, CA

Campbell Ewald Associate Creative Director

2005 - 2005 ▪ Detroit, MI

Doner Advertising Associate Creative Director

2002 - 2005 ▪ Detroit, MI

McCann Erickson Art Director

1995 - 2002 ▪ Detroit, MI

[RebelBazaar.com](#)

Founder / CEO / Creative Director / Programmer

January 2017 - Present ▪ San Diego, CA

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EXPERTISE

Team & Project Management
Strategic Planning
Branding
Art Direction/Graphic Design
Copywriting
Television & Radio Production
Social Media/Content Management
Website Design & Development
Digital Marketing
Photography & Videography
Blog Writing
Podcast Production
Voice Over Acting
Neuromarketing

EDUCATION

Center For Creative Study (CCS)
Summa Cum Laude
Dual Bachelor of Arts Degrees
Art Direction & Photography

Michigan State University
Journalism, Theater, Interior Design

PORTFOLIO

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