



DAVE MUSIEL

*Creative Strategy
Ideation
Creative Direction
Copywriting*

"Dave has a strong ability to understand our needs as a client, challenge the status quo, think differently about our business challenges, and lead us to different and better outcomes."

– Kris H., Shell Lubricants Marketing Manager for the Americas

DISCIPLINES

Brand Experiences/Events
Promotional Marketing
Merchandising
Retail/Shopper Marketing
Product Demos/Sampling
Websites/Content

CONTACT

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 ngnroom.com

PORTFOLIO

 ngnroom.com

Creative leader with a penchant for creating compelling ways to engage audiences with brands that inspire action while bringing the brand story to life and building affinity. Leadership and management experience that's led to multiple awards, many happy clients, and millions of dollars of business with some of the most successful brands in the world.

HIGHLIGHTS

New Business Wins: Created the ideas, led the creative development, and wrote or directed all copy on multi-million-dollar new business wins, including:

- **Burger King:** \$50MM+ promotion and merchandising account
- **Captain Morgan:** Multi-million-dollar PR and Promotion Events
- **Shell Lubricants:** Promotional marketing for 9 brands including Pennzoil
- **Safeway, BI-LO/Winn-Dixie and Keurig Green Mountain:** Shopper marketing and sampling/demo programs

Promotional Marketing & Merchandising Highlights: Created the ideas and directed the creative for multiple award-winning promotional programs, including:

- **Kellogg's Catch 'Em All Inside Pokémon tie-in:** Reggie Award-winning program increased sales by 30% and generated \$20MM in incremental licensed product sales.
- **Kellogg's Big Pick Cartoon Network tie-in:** Second consecutive Reggie for program that empowered kids to pick the next Kellogg's cereal from 8 options based on Cartoon Network shows that I conceived and vetted through Kellogg's production.
- **Kellogg's Wake Up With The Simpsons tie-in:** Multi-brand program gained 70MM incremental unit sales, 1600 displays and entry into the two hottest flavor categories with two new licensed products (Homer's Cinnamon Donut and Bart's Peanut Butter Crunch cereals).
- **Jack Daniel's Crack Jack's Safe, 150th Surprise Birthday, Holiday Snow Globe and others:** New highs in awareness, volume, display incidence and on-premise preference with multiple award-winning on-and-off-premise promotion and merchandising programs that brought the iconic brand story to life.
- **Coca-Cola Uncapped Access:** Doubled billings in 18 months by giving consumers uncapped access to events and prizes leveraging Coke's music partnerships.
- **Snickers Tie-In with the Survivor TV Show:** Created multi-award-winning web-activated tie-in, offering Snickers as an on-show reward and using under-the-wrapper codes to give consumers the chance to vote people off the island and win.

Experiential Marketing Highlights: Led the creation of, directed the creative development of, and wrote copy for:

- **Pennzoil Proving Grounds:** Multi-year event activation that brought performance proof points to life while engaging people with the brand using interactive displays, simulators, influencers, show cars, driving exhibitions and a 200' x 200' drift ride course.
- **Shell Rotella SuperRigs:** Multi-year event honoring the primary target audience. Included a multi-day live truck show, calendar shoot of 12 trucks at 12 different locations over 6 days, and a virtual garage with streamed and created content, loyalty program registration and a SWAG store. Generated nearly 36MM impressions per event while the virtual garage expanded reach to 14 countries with a 25 min. avg. viewing time.
- **Captain Morgan Pirated Events:** Gave Captain Morgan's ambassador, The Captain, a makeover and created the long-running Captain of Mardi Gras event and Raiding Party takeovers at events like SunFest, Gasparilla and big sports and music events.
- **Volvo Ski In, Drive Out Event:** Increased test drives and brand benefit awareness by creating this event that included an on-mountain All-Terrain Park test drive at Heavenly.

CORE COMPETENCIES

Leadership / Management
Brand Development
Strategic Planning
Creative Strategy
Ideation
Creative Direction
Copywriting
Presentations / Pitches

ADDITIONAL DISCIPLINES

On/Off-Premise Marketing
Customer-Specific Marketing
Direct Marketing
Sponsorship Activation
Licensed Property Tie-ins
Sweepstakes & Games
Premium Programs

KEY INDUSTRIES

CPG / FMCG
QSR
Beverage
Beer, Wine & Spirits
Consumer Electronics
Auto & Auto Aftermarket
Retail & Retail Services
Media & Entertainment
Hardware / Housewares
Telecom
Business Services
Cause
B2C & B2B

EDUCATION & AWARDS

University of Illinois
Bachelor of Science, Advertising
Fine Arts Minor

Multiple Reggie, Pro, Echo,
Tempo, Dialog, Ex and
POPAL Awards

EXPERIENCE

2017 – 2025

THE KERRY GROUP/INTEGRITYXD (Event Marketing) Dir. of Strategy & Creative
Planning, creative direction, design and copy for experiential and event marketing, trade shows, product demos, interactive displays, training and incentive programs, websites and more. Note that IntegrityXD acquired The Kerry Group at the start of 2024.

Key clients: Shell, Pennzoil, Quaker State, Rotella, Midea, Brock Group

2014 – 2017

SPAR GROUP (Global Retail Services) SVP Marketing

Took a stagnant merchandising company with little marketing presence and established it as an industry leader with increased relevance. Member of Executive Team planning growth strategies and strategic initiatives. Presenter at industry events. Developed new global brand positioning. Created, wrote and led the design of marketing, thought leadership content, presentations, RFPs, webinars, trade shows, multiple global websites, social media, video production and branded merchandising solutions for clients.

Key clients: Apple, CVS, Dollar General/Family Dollar, InComm, McKesson, P&G, Sony, Staples, Toys R Us

2012 – 2014

PROMOWORKS (Sampling & Product Demos) VP Marketing

Transformed a commoditized sampling company with a dated image into a contemporary consumer engagement company. Developed new brand positioning. Wrote and directed the design of its website, PR, sales support, RFPs, trade show booth, social media and client programs. Co-created ROI-enhancing digital strategies by integrating in-store sampling with shopper data and social media. Led the branding for new 121 Beverage Sales & Marketing division. Achieved multiple new business wins and acquisition by Crossmark.

Key clients: BI-LO/Winn-Dixie, Kellogg's, Keurig Green Mountain, Kraft, Miller/Coors, Mondelez, Nestlé, Publix, Safeway, Unilever

2003 – 2012

ENGINE ROOM (Consultancy) Owner, Chief Creative Mechanic

Built a successful business as a contract creative strategist, conceptual, director and copywriter. with emphasis in promotional, shopper and experiential marketing. Led successful new business pitches and client presentations, created concepts, managed creative staffs on-site and remotely, fostered client relationships.

Key clients: Aspen (Malibu Rum, Reyka Vodka), BFG (Captain Morgan), Draftfcb (Glade), G2 (Nokia, Pennzoil, Quaker State), PowerPact (IKEA, Jeep, Sony, Volvo), Publicis Dialog (AAA, Nestlé, Safeway), The Marketing Store (McDonald's)

1998 – 2003

DRAFTWORLDWIDE/FCB (Integrated Marketing) SVP Group CD

Led a 25-person staff of designers and writers, managing the Coca-Cola, Jack Daniel's and Kellogg's accounts. Responsible for creative strategy and direction, ideation, presentations and management of integrated marketing programs combining promotions, direct, experiential, premiums, licensed properties and digital. Led the ideation and creative development of new business pitches. Industry event speaker on how to connect your brand with audiences. Achieved outstanding client success, millions of dollars in revenue and multiple awards.

Key clients: Burger King, Coca-Cola, Jack Daniel's, Kellogg's, Mars, Sprint