

TJ Rapach

Chicago, IL • M (630) 677-2775 • tj.rapach@gmail.com • Portfolio: tj-rapach.com • linkedin.com/in/tjrapach

Creative Director – Copy | Concept Development | Brand Experiences | Team Leadership

PROFESSIONAL EXPERIENCE

Versatile and agile Creative Director with over 20 years of experience leading concept development, brand storytelling and integrated campaigns for Fortune 500 brands, including McDonald's, Coca-Cola and United Airlines. Expert in crafting full-funnel customer journeys across digital, social, mobile and experiential channels to drive emotional connection, brand engagement and measurable ROI. Proven ability to mentor creative teams, foster client relationships and deliver data-driven creative solutions that align with business objectives. Recognized for elevating brand voice, optimizing campaign performance and driving loyalty through strategic storytelling and experiential marketing.

CORE COMPETENCIES

- Creative Direction and Concept Development
- Brand Storytelling and Messaging Strategy
- Copywriting (Long- and Short-Form)
- Experiential Marketing and Event Activation
- Digital Marketing and Integrated Campaigns
- Customer Journey Mapping and UX Content
- Cross-Functional Team Leadership
- Creative Team Mentorship and Development
- Client Relationship Management and Retention
- Data-Driven Creative and Campaign Analytics
- B2C and B2B Marketing Strategies
- Social Media and Mobile-First Campaigns
- AI-Driven Content Creation and Workflow Optimization
- Project Management and Creative Oversight
- SEO/SEM and Content Strategy

SELECTED ACHIEVEMENT

- **Drove Revenue and Engagement:** Quadrupled My Coke Rewards membership from 5M to 20M+ by leading brand voice, visual identity and digital/in-store promotions, enhancing customer loyalty and revenue growth.
- **Boosted Campaign Performance:** Increased Monopoly at McDonald's participation from 800K to 4M+ players with 73M game plays through integrated digital, social, and retail campaigns, earning multiple Tempo, Promo and Echo Awards.
- **Expanded Experiential Footprint:** Grew the United Airlines account through high-impact experiential campaigns, including PGA Tour, Tribeca Film Festival and Polaris Business Class tours, transforming sponsorships into immersive brand experiences.
- **Led High-Performing Teams:** Mentored creative teams at tms and Momentum to deliver award-winning campaigns, producing video, mobile and in-store content that exceeded client expectations and agency benchmarks.

PROFESSIONAL EXPERIENCE

Creative Director

tms | Chicago, IL | 2017–2025

Clients: McDonald's, Amp't Tech Suite

- Directed brand voice and content strategy for McDonald's U.S., driving engagement and sales through integrated campaigns across digital, mobile and in-store channels, earning multiple Feel-Good Design Awards.

- Optimized customer journeys by collaborating with cross-functional teams, ensuring consistent, compelling messaging across physical and digital touchpoints.
- Developed mobile-first promotions and digital activations, surpassing sales targets and enhancing campaign ROI.
- Created video and collateral materials for global leadership initiatives, including “The Power of You” conference, aligning brand culture and executive messaging.
- Mentored creative teams, elevating output through hands-on leadership in copywriting, storytelling and campaign execution.

Creative Director

Momentum Worldwide | Chicago, IL | 2013–2017

Clients: United Airlines, Mondelez, USGA

- Led experiential marketing campaigns for United Airlines, including Polaris Business Class and uniform tours, enhancing brand storytelling and customer engagement across national and global platforms.
- Expanded sponsorship activations at PGA Tour, Tribeca Film Festival and United Center, driving brand visibility and account growth through immersive experiences.
- Strengthened loyalty engagement by establishing MileagePlus Exclusives as a premium channel, delivering high-value customer experiences through targeted content.
- Directed copywriting and campaign execution, ensuring alignment with brand vision and stakeholder objectives.

Creative Director

The Marketing Store (now tms) | Chicago, IL | 2005–2013

Clients: Coca-Cola, Infiniti, Shell, McDonald’s, L’Oréal

- Quadrupled My Coke Rewards membership to 20M+ by leading creative strategy, brand voice and digital promotions, boosting loyalty and engagement.
- Grew Monopoly at McDonald’s from 800K to 4M+ players through integrated digital, social, and in-store campaigns, earning multiple industry awards.
- Enhanced digital and retail brand presence for Coca-Cola, Shell, and L’Oréal, aligning messaging with consumer behavior and brand goals.
- Collaborated with design and strategy teams to deliver cross-channel campaigns, ensuring cohesive storytelling and promotions.

Associate Creative Director

141 Worldwide (Davidson Marketing) | Chicago, IL | 2002–2005

Clients: Jim Beam Brands, Microsoft, Kraft, Kellogg’s, SC Johnson

- Supported integrated marketing campaigns, delivering compelling copy and creative solutions to drive brand engagement and sales.

Copywriter

FCB/Impact | Chicago, IL | 2000–2002

Clients: Stouffer’s, Lean Cuisine, Nestlé Ice Cream

- Crafted engaging copy for B2C and B2C campaigns, contributing to brand visibility and consumer activation across print, retail and digital channels.

EDUCATION

Bachelor of Science in Advertising

University of Illinois at Urbana-Champaign

TECHNICAL SKILLS

- Software: Microsoft Office (Word, PowerPoint), Adobe InDesign, Adobe Photoshop, Keynote, Figma
- Proficiencies: Content Management Systems (CMS), SEO/SEM, Campaign Analytics, Social Media Platforms, AI-Driven Content Tools