

# Patrick Bennett

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I'm an entrepreneurial creative leader driven by results with a strategic perspective spanning traditional and digital channels. I have a proven track record crafting diverse teams that drive growth in established, transitioning, or new and undefined departments. A passion for presentation and excellent communication skills help me inject creative innovation throughout organizations. When the need arises, I'm not above rolling up my sleeves and getting it done myself.

## Freelance Consultant

03/2017 - Present

- **Kantar** - Distilled the work from tens of thousands of highly skilled research and strategy specialists into a powerful new brand purpose and ownable unique selling point.
- **The VIA Agency** - Consulted on national expansion and contributed creative for multiple accounts.
- **R/GA** - Reimagined a new creative strategy and vision for Verizon's unlimited plan products.
- **Viacom** - Contributed brand guidance for the Paramount Network launch.
- **KBS** - Helped guide the successful pitch of the World of Hyatt Agency of Record account.
- **Gannett** - Led creativity in marketing thought leadership workshops

## Uncommon Caribbean Co-Founder

03/2010 - Present

- Built the first experiential travel media channel focused exclusively on the Caribbean; today hosting tens of thousands of original photography, articles, and video that reaches hundreds of thousands of Caribbean travel enthusiasts every month across social and owned channels.
- Launched the world's first and only all-Caribbean experiential stock photo library with Uncommon Caribbean Images.
- Past clients include the British Virgin Islands, United States Virgin Islands, the Dominican Republic, Martinique, St Martin, Dominica, Sunsail Holidays, YETI, Helly Hansen, and more.

## iCrossing

### EVP, Executive Creative Director

03/2012 – 02/2017

- Won **DIRECTV** Digital Agency of Record account; then grew it into the largest in New York office by launching performance marketing campaigns accounting for 30% of total new activations.
- Executed a unique partnership between iCrossing, HGTV, HGTV Magazine, and Hearst for the **TD Bank** Rolling Renovation integrated marketing campaign creating a data-driven, geotargeted wave of television, radio, SEM, social, and digital marketing following a mobile brand experience; ultimately cutting a 9-year buying cycle down to as low as 9 months.
- Launched **Voya.com**, a different kind of financial website for a different kind of financial company; where clear strategy and UX design created an experience that meaningfully moved users forward toward their retirement goals.
- Orchestrated the Voya Born to Save multi-channel campaign with PR, social, video, display, content and a New York Stock Exchange experience that promised every baby born in America a head start on retirement; achieving over 200 million impressions and sign-ups from over 20% of eligible Americans across all 50 states.
- Designed and launched a new iCrossing agency design system including new brand identity, website UX/UI, video assets, and experiential elements.
- Collaborated with New Business Team winning **Amazon**, **TD Bank**, **Baha Mar**, and **Daily Burn**, plus **Church & Dwight** brands **OxiClean**, **Orajel**, **Nair**, and **Vitafusion**.
- Managed growth of the creative team from just 20% of agency-client relationships to 75%.
- Achieved AdAge Agency to Watch for 2017 and was named a Leader in the Gartner's Magic Quadrant for Global Digital Marketing Agencies for three years straight.

## Ogilvy

### Senior Partner, Group Creative Director

03/2011 – 02/2012

- Managed the consolidated \$200 million global **SAP** account; leading broadcast, digital, social, video, out-of-home, direct, customer acquisition, and experiential.
- Expanded outdoor advertising campaign beyond "X company runs SAP" delivering richer customer testimonials through companion long-form digital video.

## Digitas

### VP, Group Creative Director

03/2008 – 02/2010

- Led global digital creative for **Samsung** launching multiple new products.
- Transformed all Samsung product imagery reflecting products in consumer's lives.
- Launched a complete global redesign of Samsung.com.
- Executed massively successful **Philadelphia Cream Cheese: Real Women of Philly** user-generated content campaign that generated a 35% increase in sales.

## Ogilvy

### Partner, Associate Creative Director

Ogilvy, 01/2006 – 03/2008

- Led **Six Flags** creative launching a website redesign, television campaigns, radio, outdoor advertising, direct, email, and display; increasing online sales by over 50%.

## R/GA

### Art Director

02/2004 – 08/2005

- Architected R/GA's first all-new display advertising practice
- Built a new team of creatives from scratch while producing over 100 **Verizon** display campaigns and landing pages in the first year alone for over 7.8 billion impressions, 12.8 million generated clicks, and over 200,000 orders.