

GREGG MILLMAN

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SUMMARY

Creative Director – Digital, Social & Copy with 20+ years in advertising, screenwriting and news:

- Captivating storyteller blending Hollywood expertise and journalistic precision to create engaging content.
- Social-first brand architect who generates big ideas that drive results for global clients like Ford and Walmart.
- Fosters vibrant creative teams and collaborative client partnerships through inspirational leadership.

WORK EXPERIENCE

Davis Elen/INFUSION by Castells, Los Angeles, CA

Creative Director – Freelance

March 2024 – Present

Concept, write and produce Spectrum Mobile/Internet TVCs, including brand and direct response spots for general market and multicultural audiences encompassing a range of tones from comedic to anthemic.

VaynerMedia, Los Angeles, CA

Creative Director/Social & Digital

June 2022 – January 2024

Established the creative vision, generated original concepts/copy, gave direction for art/copy and produced social content/campaigns for top-tier brands, including Ford and two B2B SaaS companies, HubSpot and Ford Pro.

- Guided Ford's organic social for all models across all platforms by partnering daily with Strategy, Analytics, Account and client executives to optimize content for maximum engagement, reach and views.
- Conceived/executed groundbreaking social campaigns aimed at the passions of each vehicle audience, like an Audio-First series of 5 videos featuring the roar of the Mustang motor that racked up 9M views on TT/IG.
- Managed/mentored teams with 10+ creators, writers, designers/art directors and editors, ensuring all social content had original twists on trends, stayed true to Ford's brand persona and aligned to business objectives.
- Boosted Ford's organic social views and engagement by more than 10x: IG Reels increased from an average of 100-200K views to 500K-1M+ views, with the biggest video breaking 4M.
- Supervised many workstreams and productions, from the top level of generating campaign ideas and shaping the brand voice down to the hands-on tasks of project management and sticking to deadlines/budgets.
- Ensured seamless execution of event coverage and large commercial shoots across the country, including the live global debut of the 2024 Mustang and launches of Bronco, Super Duty, Maverick and Escape.
- Landed new business for the agency, including HubSpot and Visa Paris Olympics.

Creative Director/Assoc. Creative Director – Freelance, Los Angeles, CA

August 2020 – June 2022

Generated buzzworthy concepts based on strategic insights, wrote scripts/copy, led cross-functional teams, executed cutting-edge multichannel campaigns and handled client relationships at agencies, including:

- Collectively - social influencer campaigns for Dove, HP+ and Diageo/Chase Gin
- VaynerMedia - paid social for Ford
- The 360 Agency - broadcast spots and national campaigns for AT&T and Vrbo

Merry Jane Media, Los Angeles, CA

Director of Strategic Initiatives

September 2018 – July 2020

Delivered creative and strategic direction across divisions (advertising, branded content and digital publishing) at Snoop Dogg's international ad agency and cannabis/lifestyle media company.

- Orchestrated bold brand strategy and innovative omnichannel campaigns, such as the successful launch of multiple product lines for Canopy Growth, the world's biggest cannabis corporation.
- Created and controlled Merry Jane's brand voice, ensuring unity and excellency across social, video, digital, mobile, product, experiential, livestreams, website, UX, newsletters, retail, etc.
- Diagnosed the need to rebrand the flagship news and culture site, merryjane.com, then oversaw the effort by crafting a new editorial voice, visual style and social strategy that increased user retention and reach.
- Boosted site traffic by 20x in one year from 100K to 2M+ weekly PV's, increased subscriber growth across the dot-com and socials every quarter and grew branded content sales by 150%.

Associate Creative Director – Freelance, Los Angeles, CA March 2018 – September 2018
Ensured creative excellence by conceiving, writing and producing 360 integrated campaigns that pushed boundaries at Rauxa, The 360 Agency, Stun Creative and more.

- Implemented my knowledge of pop culture trends, emerging platforms and content strategy by creating campaigns for healthcare (Blue Shield of CA), telecom (Verizon), auto (Honda), finance (CareCredit), etc.
- Enabled creative teams to exceed OKRs with my attention to detail and ability to multitask.
- Elevated company culture by including diverse viewpoints, sparking passion and collaborating across teams.

Defy Media, Los Angeles, CA June 2016 – March 2018
Creative Lead & Head Copywriter October 2015 – June 2016
Copywriter

Designed the creative strategy and produced branded entertainment for global brands (Toyota, Frito Lay, LEGO) across Defy's O&O influencer properties, including Smosh and Screen Junkies, on YT, FB, IG, TW and SC.

- Wrote and produced commercials, sponsored content and integrated 360 campaigns with scripted and unscripted videos, social and activations across verticals (entertainment, gaming, CPG, QSR, auto, fashion).
- Conceived custom programs that landed business with Ruffles, Scion, Turtle Wax, Perdue and the FDA.
- Demonstrated effective interpersonal skills via empathetic feedback and inspiring brainstorming.
- Created Smosh/Benzac Acne Solutions branded video with 12M organic YT views that overdelivered by 4x.

Copywriter & Content Producer – Freelance, Los Angeles, CA January 2014 – October 2015
Handled copywriting (website, viral campaigns, film / TV trailers, print) for marketing firms, branding agencies and trailer houses, such as MXM, mOcean, Trailer Park, Stun Creative, Ignition, The Ant Farm, Tiny Hero, etc.

Screenwriter, Los Angeles, CA January 2010 – September 2015
Built storytelling skills applicable to advertising while screenwriting for Feature, TV and Digital. Credits include:

- *ONE CRAZY CRUISE* (2015) – Nickelodeon TV Movie
- *STORYTELLERS* (2015) – Legendary Digital Series
- *A CRACK IN THE SKY* (2012) – Warner Bros. Digital Series
- *MIND GAMES* (2010) – Freeform TV Pilot

Researcher, Writers'/Showrunner's Assistant, Los Angeles, CA January 2002 – September 2009
Learned how to tell engaging stories by researching, maintaining show bibles and managing websites for TV dramas, such as *SHARK* (CBS), *BOSTON LEGAL* (ABC), *BONES* (FOX) and *MISTER STERLING* (NBC).

MSNBC and CNBC, Secaucus, NJ *News Producer* January 1998 – December 2001
Produced a variety of daily news programs, including *HARDBALL WITH CHRIS MATTHEWS*.

- Oversaw live news segments and crafted video packages in a fast-paced, deadline-driven world.
- Researched and wrote copy and stories for political and news shows, plus breaking news coverage.

EDUCATION

Master of Arts (MA) – English Literature and Film Studies
University of Chicago, Chicago, IL

Bachelor of Arts (BA) – English Literature
Columbia University, New York, NY

- Phi Beta Kappa and summa cum laude

SKILLS

- Awesome Playlist Creation, Appropriate Workplace Humor, High-Speed Snack Consumption
- Google Suite, Microsoft Suite, Keynote, ChatGPT, Bard, Trello, Asana, Basecamp, Figma