

GREGG MILLMAN

Creative Director | Brand, Campaigns & Content

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SUMMARY

Creative Director with 20+ years of experience leading high-impact creative work across Hollywood writers' rooms, national newsrooms, and top-tier agencies for global brands including Ford, HubSpot, and Walmart.

- Combines Hollywood storytelling instincts, journalistic editorial rigor, and agency creative leadership to develop campaigns that earn attention across social, brand, digital, and broadcast.
- Proven creative leader and new business asset – building client trust, leading pitches, managing freelance talent networks and production partners, while also creating with the team as a player/coach.
- Guides creative teams to produce stronger creative work with AI-driven creative workflows that accelerate prototyping, iteration, and exploration without sacrificing craft or creative standard.

CORE COMPETENCIES

BRAND & LEADERSHIP

Brand Strategy • Creative Direction • Integrated Campaigns • Voice Systems • New Business Development

STORYTELLING & AI

Cultural Storytelling • Social-First Creative • Narrative Architecture • Thought Leadership • AI Creative Workflows

WORK EXPERIENCE

Suzy, Los Angeles, CA

Creative Director

August 2024 – Present

Lead creative strategy, campaigns, brand storytelling, and AI-enabled workflows for a B2B consumer insights platform, directing internal teams and agency partners across all marketing touchpoints.

- Spearhead a full company rebrand and visual identity overhaul, sharpening the company's identity as it expands deeper into AI; work recognized with a Silver Graphis Award (2026).
- Translate complex AI products into clear and compelling campaigns, thought leadership, executive communications, and sales enablement content – helping close Microsoft, Crayola, HP, and Grubhub.
- Build AI-enabled creative workflows (Claude/Figma/Webflow) that reduce production timelines from days to hours while enabling smaller teams to produce more ambitious creative work.
- Introduce new executive-facing content formats, including narrated audio versions of long-form research.
- Mentor cross-functional creative teams while raising the overall quality and consistency of brand communications.

INFUSION by Castells / Davis Elen, Los Angeles, CA

Creative Director – Freelance

February 2024 – August 2024

Conceived, wrote, and produced broadcast TVCs for Spectrum across brand, direct-response, and multicultural audiences – from comedic to anthemic – in close collaboration with agency leadership and production teams.

VaynerMedia, Los Angeles, CA

Creative Director – Social & Digital

June 2022 – January 2024

Led social-first creative direction and campaign development across Ford, Ford Pro, and HubSpot, building culturally relevant, platform-native campaigns in collaboration with strategy, analytics, and account teams.

- Built direct client relationships with Ford and HubSpot stakeholders, creating the trust needed to take more ambitious creative swings.
- Created campaigns tailored to specific vehicle audiences, including an audio-first Mustang video series that generated 9M+ organic views across TikTok and Instagram.

- Drove a 5x increase in Ford’s average IG Reels performance, scaling views from 100–200K to 500K–1M+, with top-performing content exceeding 4M views.
- Led and mentored multidisciplinary creative teams across social, creator-led content, and brand storytelling.
- Supported new business efforts, contributing to wins including HubSpot and Visa (Paris Olympics).

Various Agencies, Los Angeles, CA

Creative Director / Associate Creative Director – Freelance

August 2020 – June 2022

Developed campaigns across brand, social, and broadcast, helping agencies turn strategy into work that was sharper, more culturally relevant, and built to actually engage people.

- Collectively (CD) — Directed influencer campaigns for Dove, HP+, and Diageo/Chase Gin.
- The 360 Agency (CD) — Developed broadcast spots and national campaigns for AT&T and Vrbo.
- Deutsch LA (ACD) — Led paid social creative and strategic execution for Walmart+.

Merry Jane Media, Los Angeles, CA

Director of Strategic Initiatives

September 2018 – July 2020

Oversaw artistic and strategic direction across advertising, branded content, and digital publishing for Snoop Dogg’s cannabis and lifestyle media company.

- Developed brand strategy and omnichannel campaigns, including the successful launch of multiple product lines for Canopy Growth, then the world’s largest cannabis company.
- Built a cohesive brand voice across social, video, experiential, product, and editorial – positioning Merry Jane as a culturally distinct voice in a crowded lifestyle category.
- Grew Merry Jane from a niche media platform into a major cannabis lifestyle publisher, scaling site traffic 20x (from 100K to 2M+ weekly page views) and increasing branded content revenue by 150%.

PRIOR EXPERIENCE

Various Agencies – Associate Creative Director – Freelance (2018)

Brand, social, and digital campaigns for Verizon, Blue Shield of CA, CNN, and CareCredit.

DEFY Media – Creative Lead & Head Copywriter / Copywriter (2015–2018)

Branded content and influencer campaigns for clients including Toyota, LEGO, Frito-Lay, Perdue, and Kingsford.

Various Agencies – Freelance Copywriter & Content Producer (2014–2015)

Marketing copy, trailers, and viral campaigns for top-tier agencies and entertainment clients.

Various Studios & Networks – Screenwriter – TV / Feature / Digital (2010–2015)

Screenplays for Nickelodeon, Warner Bros. Digital, Legendary, and Freeform.

Various TV Shows – Writers’ / Showrunner’s Assistant – (2002–2009)

Script development and show bibles for primetime dramas on CBS, FOX, ABC, and NBC.

MSNBC / CNBC – News Producer (1998–2001)

Live breaking news and political programming, including *Hardball with Chris Matthews*.

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