

SIMON MULLIN

Creative Director & Copywriter

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PROFILE

Experienced creative director with 13 years in marketing and advertising, particularly in highly regulated industries. Expertise in copywriting with a deep knowledge of consumer and business-to-business marketing. Reputation for bringing out the best in teams, backed by a successful track record of more than seven years leading high-performing creatives through every stage of the project lifecycle.

EXPERIENCE

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| Creative Director American Express | New York, NY | April 2022–Present |
| <ul style="list-style-type: none">Lead an award-winning team of 8 copywriters and designers to drive creative for the agency's largest client with ~\$16M in annual billings.Advised on the rapid expansion of the in-house agency, scaling the team from 23 to 100+ colleagues within two years.Strategically recruit, train, and mentor top-tier talent to drive creative excellence and meet complex and evolving client demands.Spearhead the end-to-end creative process for all campaigns, including landing pages, email, social, out-of-home, and video.Launched more than a dozen marketing and branding guidelines for Amex products and services, including the Platinum Card rebrand, the Blue Cash Preferred playbook, and the "Black Card" refresh.Orchestrate client workshops and feedback reviews, leveraging insights to guide improvements, resulting in 97% client re-engagement. | | |
| Associate Creative Director American Express | New York, NY | November 2019–April 2022 |
| <ul style="list-style-type: none">Built the in-house agency's first copywriting team, and managed and mentored a group of seven talented copywriters.Led concept development and messaging for experiential, including US Open on-site assets and The American Express™ Golf rebrand.Launched 8 agile scrum teams focusing on quick-turn B2B & B2C advertising, reducing time-to-market by an average of 4 weeks.From 2/2019–4/2022, the team drove \$14.6M in billings, \$23.5M in displaced M&P, and \$8.1M in savings for the enterprise. | | |
| Senior Copywriter American Express | New York, NY | October 2017–November 2019 |
| <ul style="list-style-type: none">Led a cross-departmental initiative to develop a comprehensive tone of voice and editorial style guide for the global brand.Created and implemented a streamlined process for writing thousands of legally-approved marketing claims used worldwide. | | |
| Assistant Vice President, Copy & Content NYCEDC | New York, NY | May 2016–September 2017 |
| <ul style="list-style-type: none">Authored the companywide style guide, ensuring unified brand messaging across all marketing touchpoints.Directed content for all public-facing campaigns and communications, and hosted the brand's <i>Economic Snapshot Podcast</i>. | | |
| Email Marketing Manager SHOWTIME Networks | New York, NY | June 2015–May 2016 |
| <ul style="list-style-type: none">Piloted the ideation, development, and launch of the email marketing program for SHOWTIME's over-the-top streaming service.Collaborated with design, production, and creative strategy to launch engaging email campaigns for live sports and new series. | | |
| Copywriter Martha Stewart Living Omnimedia | New York, NY | June 2013–June 2015 |
| <ul style="list-style-type: none">Ghostwriter for the brand's most prominent personalities, including Martha Stewart, Sarah Carey, and Emeril Lagasse.Generated ~60 email sends per month to more than 3 million subscribers, with subject lines averaging a 20% open rate.Led email marketing campaigns that dove a 15% increase in total web traffic and a 67% increase in video consumption. | | |
| SEO Copywriter Labelium | New York, NY | November 2012–June 2013 |
| <ul style="list-style-type: none">Led hundreds of SEM campaigns for French luxury brands, including L'Oréal Paris, Lancôme, and Louis Vuitton. | | |

EDUCATION

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| Creative Direction Miami Ad School | 2023 |
| Copy Editing University of Chicago | 2018 |
| Bachelor's Degree in Political Science New York University | 2009 |

RECOGNITION

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| ANA In-House Excellence Award Amex Tap-to-Pay OOH Campaign | 2023 |
| Shorty Award for Financial Services Amex #BackOurOceans Campaign | 2020 |
| Webby Award for Best Lifestyle Category Martha Stewart Living | 2014 & 2013 |