

Chuck Heckman

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*17 years of strategic, technical, and creative
experience working with global brands*

VP, Global Strategy Director – Publicis North America

September 14 to Present – New York, NY

Global and North American leadership of cross-functional strategy teams, composed of strategists, analysts, data scientists and behavioral psychology experts.

- Developed cross-channel broadcast, digital, and social media strategies for Procter & Gamble's Crest and Oral-B oral care brands contributing to year-over-year global sales growth.
- Refocused Crest Whitestrips messaging strategy on the "Tissue Test", a simple, memorable creative device that contributed to 12% growth in 2016.
- Developed comprehensive global mobile strategic guidance for Procter & Gamble's Vicks family of brands.
- Reimagined Red Lobster's digital ecosystem by realigning the social media strategy, rebuilding redlobster.com with a responsive design, and optimizing digital measurement plans.
- Designed and led a 2 Day intensive T-Mobile Network Strategy Workshop, the output of which contributed to +900K net subscriber growth in Q3 2016.

Strategy Director, Digital Team Lead – mcgarrybowen

January 13 to September 14 – New York, NY

Digital Strategy team lead for Verizon Wireless's consumer and small business integrated advertising campaigns.

- Played a key leadership role in integrating the "traditional" and "digital" strategy teams.
- Managed work streams across multiple lines of business, including the Powerful Answers campaign, network superiority and offers messaging, small business, NFL and Super Bowl activations, and new device launches.
- Developed strategies for incremental business pitches, resulting in approximately \$5MM of organic growth.

Technical Architect and Strategist, Global Brand Platform – adidas Group

August 11 to December 12 – Amsterdam, Netherlands

Technical and strategic leadership for global the relaunch of adidas.com and London 2012 campaign.

- Global oversight of front-end technical architectures, User Interface design and front-end technology development for adidas.com in 44 markets worldwide. (desktop and mobile)
- Designed and led product development of the adidas Mobile SDK; a component-based system for cross-category functionalities.
- Direct management and coordination of multiple agencies and regional market teams to localize global strategic vision for London 2012 campaign.

Director of Creative Technology – Wardencllyffe

July 10 to August 11 – New York, NY

Thought leadership and strategy for a New York based boutique digital agency, servicing high-end fashion and luxury brands in the US and Europe.

- Formed strategic vision for client solutions and acted as the organizational bridge between creatives and developers.
- Management of development teams in a variety of technologies including various server-side languages, HTML5/CSS3 + Javascript, Android and iOS.
- Key role in client pitches resulting in approximately \$1.8MM in new business.

Education

B.S. Industrial Design, 2000

University of the Arts – Philadelphia, PA

Technical

Python (Scikit-Learn, Django),

Node.js, React, HTML5/CSS3

Social

Website → heckchuckman.github.io

Twitter → [@heckchuckman](https://twitter.com/heckchuckman)