

Chuck Heckman

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16 years of strategic, technical, and creative experience developing solutions for global brands

Experience

VP, Global Strategy Director – Publicis North America

September 14 to Present – New York, NY

- Key strategy team leadership role overseeing Global and North American broadcast, digital, and social media strategy for Procter & Gamble's Oral-B Power, Crest/Oral-B 3D White, and Vicks NyQuil and ZzzQuil family of brands.
- Led creation of cross-functional strategy teams, composed of strategists, analysts, data scientists and behavioral psychology experts.
- Designed and led client workshops on Strategic Search Insights (Crest), Brand Archetype Identification (Red Lobster), and Network Strategy Development (T-Mobile)

Strategy Director, Verizon Wireless Digital Team Lead – mcgarrybowen

January 13 to September 14 – New York, NY

- Lead Digital Strategist for all consumer facing integrated advertising campaigns for Verizon Wireless, a Fortune 50 company.
- Played a key leadership role in integrating the "traditional" and "digital" planning teams.
- Developed strategies for incremental business pitches, resulting in approximately \$5M of organic growth.

Technical Architect and Strategist, Global Brand Platform – adidas Group

August 11 to December 12 – Amsterdam, Netherlands

- 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 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 + Los Angeles, CA

- Oversight of all technical, development and production operations for New York based boutique agency, servicing high-end fashion and luxury brands in the US and Europe.
- Thought leadership and strategy on all creative and technical issues.
- Management of development teams in a variety of technologies including server-side, HTML5, Android and iOS.

Featured Clients



Education

University of the Arts – Philadelphia, PA

B.S. Industrial Design, 2000

Technical

Python (SciPy, Scikit-Learn, Django),
Node.js (MEAN stack), HTML5/CSS3

Social

LinkedIn → [/in/heckchuckman](https://in.linkedin.com/in/heckchuckman)

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