

## Experience + Featured Brands – 19 years of brand strategy, digital marketing, and technical leadership

- adidas Group
- Heineken USA
- P&G
- Samsung USA
- T-Mobile
- Verizon Wireless

### VP, Strategy Director – Publicis North America | September '14 to Present – New York, NY

- Leadership of cross-functional strategy teams, composed of strategists, analysts, data scientists and behavioral science researchers.
  - Developed end-to-end broadcast, digital, and social media strategy for Heineken 0.0 US launch in 2019, the biggest new product launch for Heineken USA in a decade.
  - Created US brand architecture and comprehensive go-to-market strategy for Kinder USA.
  - Led broadcast, digital, and social media strategy for Kinder Joy product launch in 2017, contributing to \$160MM in first year revenue, beating sales projections by 105%.
  - Led strategic vision for Samsung Care in North America covering all touchpoints of customer experience: retail, customer engagement, marketing, and innovation.
  - Developed cross-channel broadcast, digital, and social media strategies for P&G's Crest and Oral-B oral care brands contributing to 4% year-over-year global sales growth.
  - 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 the integration of the "traditional" and "digital" strategy teams.
  - Managed work streams across multiple lines of business, including the Powerful Answers campaign, Network Superiority, NFL and Super Bowl activations, and new device launches.
  - Developed strategies for incremental business pitches, resulting in ~\$5MM of organic growth.

### Technical Architect + Strategic Consultant – adidas Group | August '11 to December '12 – Amsterdam, Netherlands

- Technical and strategic leadership for the global 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](http://adidas.com) in 44 markets worldwide. (desktop and mobile)
  - Led product development of a mobile component system for cross-category functionality.
  - Coordination of multiple agencies and regional market teams to localize global brand platform functionality and strategic vision for London 2012 campaign.

### Director of Creative Technology – Wardencllyffe | July '10 to August '11 – New York, NY

- Creative and strategy leadership for a New York based digital agency, servicing fashion and luxury brands in the US + Europe.
  - Formed strategic vision for client solutions and directed teams of 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.

### Experience + Highlights '00 to '10 – Philadelphia, PA + New York, NY

- *Technical Solutions Analyst – Hearst Magazines*: Advanced web app development for Esquire.com, Delish.com, Cosmopolitan.com
- *Director of Marketing – Principle Property Management*: Marketing and sales leadership for Choice Hotels franchise in Clearwater, FL
- *Founder + Creative Director – Delano Collection*: Sustainable product design firm that produced apparel, homeware, and furniture
- *Designer and Developer – Human Brand*: Print and website design/build for a range of clients, notably Eve and Victory Beer

## Education + Certifications

**Data Science Certification, 2017**  
General Assembly – New York, NY

**B.S. Industrial Design, 2000**  
University of the Arts – Philadelphia, PA

## Technical

**Python** (Scikit-Learn, WSGI + API),  
**React Native** (iOS/Android), **React** (Web)  
**ES6/Javascript, HTML5/CSS3**

## Social

**Website** → [heckchuckman.github.io](http://heckchuckman.github.io)  
**Twitter** → [@heckchuckman](https://twitter.com/heckchuckman)  
**LinkedIn** → [in/heckchuckman](https://in.linkedin.com/in/heckchuckman)