

IAMROY

CREATIVE DIRECTOR | STRATEGY + AI SUPERPOWERS

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MAKE THE WORK FAMOUS

Coca-Cola · Verizon · Empower · L'Oréal · Grammarly · Brawny · Nestlé · Georgia-Pacific

THE PROOF

20+ years of multi-channel creative leadership. Design teams, cross-agency work, and customer experience for Fortune 25 brands including FOX, Verizon Wireless, and L'Oréal.

Partnered with Georgia Tech to build early interactive systems using real-time camera data, AR, and predictive technology. Delivered laser-triggered installs, phone AR, and in-world OOH extensions for Verizon, L'Oréal, Coca-Cola, Brawny, Nestea, and Angel Soft. Pitched and won the Xbox work for Battlefield 2 and Alan Wake that drove a 350% lift in brand awareness and sales for Verizon.

Conceived, sourced, and built interactive brand platforms, branded video content, Xbox experiences, sites, and advertising for Verizon, Coca-Cola, Muzik, and more. Always pitch new ideas with tech-focused conceiving in mind.

As Creative Lead, **managed and mentored over 175 people across tech, UX, and creative.** Selected and hired over 238 people. Built teams and managed creative and client budgets over \$12.5 Million.

Pitched and won new media and digital campaigns grossing \$785 Million in paid, earned, and owned.

Grew Georgia-Pacific from a team of 2 to 35, increasing client spend to \$9.5 Million.

Guided Verizon through digital and social on multiple accounts. **Agency growth from \$1.5 Million to over \$50 Million** in spending across media, creative, account, and IT.

Still inventing AI uses that **connect brands to people** and drive interaction.

EXPERIENCE

Creative Director iamroy · 2014-present
Continuing to invent AI uses that connect brands to people and drive interaction.

Creative Director Surefront · 2022-2026
Led AI-assisted creative systems and interactive customer experiences.

Sr. Art Director Deutsch LA · 2022
Directed video, motion, and design work across digital campaigns.

Sr. Digital Marketing Dir. Empower · 2018-2019
Led digital marketing strategy and campaign execution from print to digital.

Creative Director Hill Aevium · 2016-2017
Directed brand and interactive work for Colorado-based outdoor clients.

Instructor, New Media/Design CU · 2015-2016
Taught digital design and new media techniques.

Creative Director Moxie USA · 2009-2013
Partnered with Georgia Tech on early VR and AI systems. Delivered camera-based interactive video, phone AR, and AI-centric Xbox work for Battlefield and Alan Wake across Verizon, L'Oréal, and Coca-Cola.

ACD Moxie USA · 2006-2009
Led, built and mentored creative teams for interactive and digital campaigns for Fortune 25 brands.

Art Director Moxie USA · 2003-2006
Created digital and interactive advertising concepts. Pitched and helped grow the creative department with Fortune 25 brands.

EDUCATION

Art Institute of Colorado
BS, Design and Visual Communications, Advertising and Design