

ZAC SPECTOR

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AWARD-WINNING CREATIVE DIRECTOR, STORYTELLER AND WRITER

Award-winning creative director, problem solver and storyteller with 20 years of experience creating and writing impactful, strategy-driven content, both paid and owned. "Big picture" visionary who leads the development of creative campaigns through every step of the creative process, to ensure a consistent brand story across all channels. I make work so compelling, it leads people to change their buying habits, alter their food choices and consider new perspectives. They join movements, stop smoking, save water and even take meaningful action to combat climate change; in short, my words make a dent in culture.

- Content Creation
- Creative Strategy
- Copywriting & Editing
- Storytelling
- Branding & Identity
- Concept Development
- TV, Digital, Social, Mobile, Experiential, OOH & Print Advertising
- TV, Video, Digital, App, Print, Radio & OOH Production
- Casting & Talent Coaching
- Voiceover & Voiceover Coaching
- Integrated Branding & Advertising/Campaigns
- Art Direction

EXPERIENCE

Freelance | Detroit + wherever you are

2020 – present

Creative Director / Copywriter

Ideate, write and execute advertising campaigns, branding initiatives, naming projects and new business pitches for all manner of clients, media and platforms • *Clients:* Apple, Ford, Dunkin', NextEra Energy, Groupon, Dave & Buster's, Give Wrapped, Yakult, Uncle Frank Energy Services, Westerra CU, Shea Properties, Denver South, AlloSource, The Lundquist Institute. • *Agencies + In-House:* Apple, FCB Chicago, Magnit, Give Wrapped, gtb, Sukle, LRXD, OffsiteAgency, D+i Creative, Golden LA

The Climate Reality Project | Michigan + the rest of Earth

2020 – present

Climate Reality Leadership Corps

Part of a global community of changemakers leading the fight for just climate solutions across the planet • Completed an extensive live training course led by Chairman and former US Vice President Al Gore + eminent environmental policy leaders • As a member of the Greater Detroit Chapter, we help promote sustainability & environmental justice through education, legislation and economic policy

Apple | Cupertino, CA

2022

Long-term Freelance Creative Director / Writer

Responsible for writing script, presenting, shooting, editing and guiding Today at Apple's leadoff episode for [Season 2 of Creative Projects](#), from conception to production to publishing • Conducted interviews and coached talent throughout pre-production, production and post • Collaborated with directors and producers to create storyboards and shot list • Developed YouTube video description copy for all Season 2 episodes of *Creative Projects* • Episode garnered 3.2 million views on YouTube

FCB | Chicago**2021****Long-term Freelance Creative Director / Copywriter**

Conceptualized, wrote, presented and executed integrated media campaigns for NextEra Energy (NEE), the world's largest provider of clean energy solutions • Rewrote landing page and website for NEE • Led creative team in making :60, :30 and :15 TV & digital content aimed at influencing policymakers in Washington, DC, from conception through production & post-production • Conceptualized, wrote and presented merchant campaign to attract new businesses to use Groupon • *Clients*: NEE, Groupon

GTB | Detroit**2016-2020****Creative Director / Associate Creative Director (ACD) / Copywriter**

Served as lead creative team for Ford's Brand Content & Alliances, Content Studio + new vehicle launches for Trucks and SUVs • Created 360°, contextually relevant concepts and content for Ford's integrated branding campaigns • Worked on every aspect of Ford's advertising business and communication, including Ford Content Studio, Ford Trucks, Ford SUV, Ford Digital, Ford Social, Ford Sustainability, Ford Pass, Ford Retail, Ford Service, QuickLane and Ford owned / digital channels • Coached high profile voice talent including Bryan Cranston, for TV, digital and radio scripts • *Client*: Ford

Leo Burnett | Chicago**2014-2016****Creative Director / ACD / Copywriter**

Generated concepts and copy for integrated campaigns, from strategy and ideation to all facets of production & post-production • Led creative teams for Fifth Third Bank and Eggo Waffles • Coached numerous high profile voice talents for TV, digital and radio scripts • *Clients*: Fifth Third Bank, Samsung, Kellogg's, Eggo Waffles, Planters Nuts, Brooks Running

Freelance | San Francisco + Chicago**2013-14****Creative Director / Copywriter**

Ideated, wrote and executed advertising campaigns, branding initiatives, naming projects and new business pitches across wide range of omnichannel work and platforms • *Clients*: The North Face, Amazon, Jim Beam, Grove Collaborative, Central Garden & Pet, Lenovo, Intel, Brawny Paper Towels, Schwab, MTV VMAs, Pepsi NFL (Super Bowl Halftime Show), Virgin America, Corning, Meineke, Fifth Third Bank, Muscle Milk, Kellogg's • *Agencies + In-House*: Grove Collaborative, Butler Shine Stern + Partners, Leo Burnett, Cutwater, AKQA, Mekanism, Eleven, Doremus+Co, Division of Labor, Sukle, Stellar Elements, Mythic

Goodby, Silverstein & Partners | San Francisco**2011-2013****ACD / Senior Copywriter**

Conceived, wrote and executed integrated advertising campaigns across all major channels and platforms • Created Cheetos' first-ever mobile app, the *Cheetos App of Massive Distraction*, from strategy to copy & creative assets to game design & UX to every aspect of production & post-production • App cracked the Top 10 of ALL free apps in the App Store • Developed second-screen video game for Cheetos Mix-Ups that garnered more than 8.5 million views on YouTube—and was one of the most successful product launches in Cheetos history • Won new business pitch for TD Ameritrade • Lead creative team on TD Ameritrade, Cheetos + Comcast / Xfinity accounts • Coached numerous high profile voice talents including Matt Damon, for TV, digital and radio scripts • *Other clients*: Corona Light, NBA, Chevrolet, SONIC Drive-In, Sprint, Ruffles, Doritos, Adobe, Peet's Coffee, Cracker Jack

Sukle | Denver**2008-2011**

ACD / Senior Copywriter

Generated creative concepts & copy for integrated campaigns, from strategy to production & post-production • Transformed culture of water conservation in Denver with award-winning Denver Water campaign that helped reduce residential water consumption by more than 22% • Led creative for Whole Foods Market (WFM), WY Dept. of Health, Denver Water, UNICEF Tap Project, GoLite + SCARPA • Won new business pitches for UNICEF, GoLite, Good Times, LiveWell Colorado, SCARPA + first national launch of WFM • *Other clients:* LiveWell Colorado, Elements Therapeutic Massage, Cheyenne Mountain Zoo, Good Times

Crispin Porter + Bogusky | Boulder**2007-2008****Copywriter**

Created 360°, contextually relevant concepts and content for integrated branding campaigns, from strategy and creative concepting to completion • Secured new business at 100% success rate, winning AOR pitches for Domino's Pizza, Best Buy + Microsoft—generating \$850 million of new media spending for the agency • While there, CP+B won Advertising Age Agency of the Decade + Boards magazine's Agency of the Year • *Other clients:* Volkswagen, Nike, Miller, Sprite, Bell Helmets, Giro, Burger King, Big Brothers Big Sisters, Geek Squad, AMEX, Reddi-Wip

Fort Franklin | Boston**2004-2007****Copywriter**

Ideated, wrote and executed advertising campaigns, branding initiatives and new business pitches across a wide range of media and platforms • *Clients:* ESPN, NHL, OLN, Burton, Speyside Scotch, Stora Enso, Cambridge Savings Bank, RCN, Magic Hat Brewing Co

Chimera Securities LLC | New York City**2000-2002****Equity Trader**

Invested in NASDAQ and NYSE securities, with intraday buying power up to \$500,000

EDUCATION

The Creative Circus, Atlanta. Portfolio School - Copywriting

Adhouse, New York City. Portfolio School - Copywriting

University of Georgia, Athens. M.M.C. in Journalism. Photojournalism Minor

University of Michigan, Ann Arbor. B.A. in English Literature

AWARDS

One Show, Radio Mercury, ADDY, OBIE, Communication Arts, Webby, FWA, Google Creative Sandbox, Luerzer's Archive, Creativity, Telly, Hatch, Denver 50 • Judges' Choice Award at 2005 International Corrugated Packaging Design Competition • Best Copywriting, 3 Golds, 2 Silvers + Rising Star Scholarship, Creative Circus Student Show

ADDITIONAL RELEVANT SKILLS

Proficient in Photoshop, Illustrator, InDesign, Squarespace, Acrobat, Canva, Lightroom, Snapseed, Word, Pages, Slack, Teams, WebEx, Zoom, Dropbox, Box, Google Docs, Google Slides, Instagram, Facebook, BeReal, TikTok, Twitter/X, Snapchat