

# Jeffrey J. Brant

jeffreyjbrant@gmail.com | 917.974.2399

## Clients and Brands:

The Coca-Cola Company, AB InBev, AT&T, Google, Microsoft, American Express, PNC Bank, Sony, Nike, CoverGirl, Procter and Gamble, Colgate-Palmolive, Unilever, Mondelez, Nestle, Campbell Soup Company, The Absolut Spirits Co., William Grant & Sons, Constellation Brands, Cigna, Hilton, Extell Properties, American Electric Power, Sprint, Pantone, Target.

## Skills Include:

- Strategic concept development
- Art/Copy/3d direction and hands-on execution
- Pitch presentation to C-suite clients
- Aligning project goals in cross-functional teams
- Photo, Video, Livestream shoot direction
- Partnering with production vendors to ensure quality, budget, and design intent
- Managing team per budget and profitability
- RFP response and organic client growth
- Inclusive team building and mentoring of rising talent

## Software:

InDesign, Photoshop, Illustrator, Premiere Pro, Figma, Adobe XD

Autodesk Alias, SolidWorks, Keyshot, Cinema 4d, SketchUp (Surface, solid, and polygonal)

MS Office, Google Workspace, web design/development in WordPress, Divi builder, basic HubSpot, generative AI renders, chatbot programming

## Education:

University of Cincinnati. BS, Industrial Design. College of Design, Architecture, Art and Planning. Dean's List.

## Portfolio:

brantcreative.co

## Overview:

Known as an "idea guy" and "ambidextrous creative," with a proven history of galvanizing brands and creating integrated marketing campaigns that resonate with clients and consumers. Equally fulfilled in chasing the next big idea or nailing the details, Jeffrey is known for cultivating teams to find the balance of "smart" and "creative" in their work.

## Experience

### Brand Connections (Advantage Solutions)

Creative Director / Creative Strategist. 2020-2022. New York, NY.

An agency within the Advantage Solutions network with a background in experiential sampling and a future outlook toward omnichannel marketing solutions.

- Revitalized and elevated agency creative output by implementing best practices in cross-department processes and workflow.
- Contributed to double-digit retainer growth of core Beauty clients by elevating daily creative work and inspiring with strategic vision and operational innovation in yearly planning pulses.
- Enabled agency pivot during years of COVID impact from in-person experiential to virtual, physical/digital hybrid, and livestream activations from strategic concept through hands-on design and implementation of digital content.
- Fueled Advantage and network sibling agency pitches as a source of forward-thinking and tech-enabled solutions for real-world situations at retail.
- Redesigned company brand identity, built relaunch of agency website, and crafted near-future business positioning amongst competitive agency set.
- Led, managed, and mentored cross-department teams contributing to Creative workflow. Managed outside talent in 3d design, video production, and animation.

### Creative Consultant

Independent. 2016-Present. New York, NY.

Creative Direction and Design across Integrated, Shopper, and Experiential programs.

Key roles include:

- AT&T, Creative Director. Created brand guidelines and advised partnering agencies across Experiential and Sponsorship contracts including NCAA and PGA.
- The Mars Agency, Creative Director. V8 juice awareness campaign, Campbell's soup new product launch.
- MKTG, Experiential/Spatial Design. Smirnoff vodka at Electric Daisy Carnival and ongoing #Smirnoffhouse activations. 3d modeling and rendering in CAD programs.
- Soho Experiential, Creative Director. Led RFP concepts for Barilla Pesto and Lidl.
- Barrows Global, Experiential Design. Budweiser experiential and Stella Artois retail and brand development.
- Wasserman Experience, Creative Direction. Concept development for Target's Major League Soccer sponsorship.

### Eventive Marketing

Creative Director. 2017-2018. New York, NY.

Served as the creative leader of this boutique experiential and event agency with the key objective of elevating quality of the work across all client and new business efforts.

- Led the Creative department as an agent of change, implementing best practice standards and ensuring effective collaboration within agency departments. Defined and implemented a standard creative process from brief to final production approvals.
- Revitalized the agency's strategic positioning, and redesigned visual identity including website, presentation decks, and print collateral.
- Assisted in record growth through key new business wins and building upon existing client relationships within the Finance, Healthcare, Technology, and CPG industries. Project scopes spanned B2C, B2B, and B2E sectors.
- Led environment/spatial design workflow, creating concept sketches and CAD drawings, and providing guidance and feedback to freelance 3d designers.

# Jeffrey J. Brant

jeffreyjbrant@gmail.com | 917.974.2399

## Experience cont'd

### Momentum Worldwide

Associate Creative Director. 2011-2015. New York, NY.

Created award-winning Integrated marketing campaigns for top global brands including The Coca-Cola Company, Sony, Microsoft, Google, Nike, William Grant & Sons, and Constellation Brands.

- Worked fluidly toward year-over-year growth within the Coca-Cola team growing from project to retainer status, adding brands across TCCC portfolio, and building Experiential and Shopper businesses alike.
- Served as Creative Lead on all Glaceau brands including smartwater and vitaminwater after having built the business through both new and organic growth.
- Engaged Creative team with a hands-on leadership approach and ensured consistent and high-quality output from concept development through production and activation.
- Cross-functional collaboration with other account teams in-office, with satellite offices, and agencies within the global McCaen network.
- Mentored rising talent and revolving project teams, ensuring each new member could thrive within a given brand identity.
- Responsibilities include strategic concept development, pitch team leadership, photo/video art direction and shoot planning, 3d modeling and rendering, print and digital layouts, presentation deck art and copy.

### Young & Rubicam

Freelance Branding Consultant. 2009-2011. New York, NY.

Led the retail aspect of an integrated marketing campaign in support of a global, new product launch for Colgate.

- Developed below-the-line brand expressions for Colgate Sensitive Pro-Relief as part of an integrated global launch campaign.
- Created a form and material-based design language to be adapted across all global markets.
- Released brand guidelines with best practice examples across a suite of retail channels.

### Spring Design Partners

Freelance Designer. 2009-2010. New York, NY.

Experiential Design and Brand Development for Molson Canadian.

- Design of 20,000 square-foot "Molson Canadian Hockey House" activation at the Vancouver Winter Olympics. The resulting design language was applied to branded environments including in-arena bars and VIP fan zones.
- Scope includes concept development, ideation, spatial/physical environment design, 3d model and rendering, and pitch presentation to Molson Coors client team.
- Subsequent projects include the structural design of the VIP lounge Molson Amphitheatre for Summer Concert and Festival seasons.

### G2 Branding and Design

Partner, Creative Director of Industrial Design. 2007-2008.

Principal, Industrial Designer. 2003-2007. New York, NY.

Led the agency's high-performing Industrial Design department as a source of innovation and excellence within cross-functional teams. Strategic brand development amongst cross-functional collaborative teams including top global talent in design, strategy, and production.

- Expanded the size and scope of the department through organic account growth and new business wins.
- Shaped department culture through a key role in design and engineering new hires.
- Unified team with a highly collaborative, results-driven design process spanning concept ideation, brand guideline development, the physical design of products, packaging, displays, and environments, and prototyping through production.
- Designed brand-defining products, structural packaging, environments/spatial, and retail displays for leading global brands.
- Projects include the creation of Global Brand Guidelines, Brand Architecture, and end-market toolkits focusing on below-the-line brand expressions.
- Pivoted at crucial times to boost agency capabilities within luxury real estate brand development, retail design, structural packaging, and environment design.
- Contributed to agency awareness initiatives including design competitions, speaking engagements, and pro-bono work within the creative community.