

SIMEON COKER

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CREATIVE LEADER

I'm a seasoned Creative Director with experience creating, leading, and consulting on consumer campaigns, branded entertainment, cultural partnerships, and event activations for Fortune companies at advertising agencies, on in-house teams, and at media platforms.

Creative Executive Consultant / Freelance Creative Director

Indigo & Pyrite (2017- Present)

Client Snapshot: TikTok, Laird & Partners, Ten35, Tommy Hilfiger, Facebook, Corcoran Real Estate Group, SpikeDDB, Cadillac, AT&T, & more. I work with brands and agencies to develop purposeful branded content, consumer experiences, traditional campaigns, sponsored entertainment, marketing partnerships, and cultural strategies that resonate with inclusive demos and achieve key results.

Creative Development Lead

Twitter (2022 - 2023) [Company Acquisition]

Client Snapshot: National Women's Soccer League, Amazon Prime, Sony Playstation, NASCAR, & Frito Lay
I led a group of Creative Development Partners within Twitter Next who developed strategies and launched innovative activations that sparked cultural conversations on Twitter and earned organic media for brands, content providers, and agency partners.

Group Creative Director

Ten35 (2020 - 2022)

Client Snapshot: PepsiCo [Lipton, Mtn Dew, Pepsi Dig In, LifeWtr +more], University of Wisconsin, TikTok, CDW, Lowe's, Abbott, & more. I was the Creative Lead for the agency's Pepsi accounts and largest group of creatives. Throughout my tenure, my group's revenue and retention increased as we executed integrated campaigns & branded entertainment [scripted, unscripted, music & events] for our clients.

Senior Copywriter / Creative Strategist

Edelman (2016-2017)

Client Snapshot: Trojan, Dove, Axe, Vaseline, Dove Men, Suave, T.J. Maxx
Along with my team, we built out the Edelman Creative Network and its integrated campaign development process, while increasing client wins by 150%. As part of the Unilever Interagency team, I led creative strategies across multiple brands to generate earned media.

Copywriter

R/GA (2014- 2016)

Client Snapshot: Nike, Samsung, Verizon, R/GA Ventures [Start-up Accelerator]
I developed and launched apps, websites, and social campaigns for Nike, Samsung, and Verizon. During my tenure, I was also embedded within the R/GA accelerator program working with start-ups to develop their brands, prepare for investment rounds, and activate digitally.

Copywriter [Contract]

Deutsch & FCB Global (2013 - 2014)

Client Snapshot: Snuggle, PNC Bank, SeaWorld Parks, Jamaica Tourism, Amtrak, and Fisher-Price.
I developed, assisted, and executed integrated campaigns [TVC, Digital, Radio, OOH] for several brands. During my contract with Deutsch, I was the lead on the campaign that brought Snuggle Bear out of the laundry room in the TVC and launched the brand's first digital game.

Jr. Copywriter [Contract]

R/GA & Momentum (2012 - 2013)

Client Snapshot: Nike, Coca-Cola, American Express, and Microsoft
I switched careers to be more hands-on with the creative process. I developed, assisted, and executed digital and experiential campaigns for several brands at key moments, including the launch of the Nike Fuelband and American Express at the 2013 U.S. Open.

Accounts & Platforms Manager

Cablevision Media (2005 - 2012)

Client Snapshot: Dunkin Donuts, MTV, AMC, IFC, Landrover, Sundance Channel, and WE tv.
I developed and oversaw successful end-to-end media plans for Fortune companies that connected advertisers to the right consumers. During my tenure, I was also the B2B marketing lead for the launch of Cablevision's integrated media offerings [TV, digital, video on demand, live streaming, OTT, and exclusive network sponsorships].

City University of New York

B.A. Creative Advertising

Mixed Company Podcast Co-host

Thought Leadership: Representation, Culture & Equity