

Renee Blake | 408-300-8870 | reneeblake.com

Leader • Creative • Marketing • Brand • Strategy

eBay • Netflix • Nike • Coke • 20th Century Fox • Verizon

Publicis • Zenith Optimedia. • FCB • IPG

Chief Creative Officer - eBay

Mar '16 - present | The Americas

Connecting buyers and sellers to achieve economic empowerment on one of the biggest ecommerce marketplace platforms in the world.

Lead marketing teams, as well as built first ever in-house creative department for eBay North America, of 85+ with capabilities including: Creative Strategy, Content Strategy, Go-to-Market Integrated planning, Content Creation (agile social studio,) UX, CRM, Global AI Creative Atomization, eCommerce Design, and Global Brand execution at scale for The Americas.

- Launched new brand platform that proudly embraces who eBay is, unapologetically – and celebrates the truth that we've known all along. From 'everything,' to the 'very thing;' what you actually care about, and what is relevant; has always been on eBay. And it still is.

- Leveraging "inspired commerce," we stay connected to our customer, conceiving and implementing an AI platform to bring customized, (performance optimized) automated content to our consumers at scale, globally.

- Pushing technology at the speed of humanity, we embrace provocative media, uncover disruptive channels and express unconventional creative, to not only provide economic empowerment to buyers and sellers, but also achieve the **largest sales days in eBay history**, three years running.

SVP Executive Creative Director - Moxie (Publicis / Zenith Optimedia)

Aug '13 – Mar '16 | Atlanta, New York, Los Angeles, Pittsburg and Costa Rica

At the intersection of Creative and technology – adapt to change instead of avoiding it. Connecting the future to the now for our clients. Marketing that Moves.

Rebuilt and lead 100+ department to work as one, across 5 offices:

Creative Strategy, UX, Future X, Content Studio and Digital Studio to evoke meaningful engagements and effective consumer experiences across North America.

- For Nike; launched Nike Women's first training app., turning the movement over to our women, authentically, and memorably: 54% higher on FB, 84% on Twitter and 4 million impressions on Pinterest.

- For Verizon; optimized media, content and technology partners to created nation-wide "Connection Day," allowing Verizon to own the busiest travel day of the year, by giving away free data and resulting in record breaking engagement and conversions to date: 46% higher on FB and 72% on Twitter.

- For Verizon; developed CRM platform with infinite personalization; leveraging DMP, customized ux and matrixed creative at service to our customers, resulting in a true customer-first communication experience.

VP of Creative / Creative Director - Hacker (FCB Global)

Dec '06 - Jul '13 | Seattle, Munich, Prague and Beijing

Obsessed with results across all measurable media – via experience, innovation and hustle.

Lead concept development and creative strategy to solve for data, technology, content and business opportunities across shores and screens, focusing on the metrics that matter. Creative strategic lead on all new business. Won and grew AT&T CRM from \$1m to \$13m within 12 months.

- 45% of AT&T's wireless acquisition; including digital campaigns, video/TV and 40+ million DM pieces every month.

- Launched AT&T's first mobile site as well as their first Integrated Voice & Data on-line management tool.

Creative Lead / Principal - Taytum Agency

Jan '01 - Nov '13 | Seattle

Grow businesses by creating experiences that people love. Then scale it.

Eclectic group of creatives bringing innovation and consumer centricity to hospitality, technology and healthcare clients. Sought out, for our digital chops and creative tenacity, and stayed with us, because of genuine chemistry and a truly entrepreneurial culture.

- Integrate campaigns; digital, print, new product launches and grass roots PR community initiatives.

- Provide consultant services to transform client employees from marketers to brand ambassadors: including clients: Aegis Communities, Moxie Restaurant Group, Wizzards of the Coast, and Edelman Design

Impact:

- 3% Conference | Minicon host and speaker 2015
- Cannes Festival | Speaker 2016 – 2018
- Industry Conference Speaker & Award Winner across oceans and screens | 2012 - Present

Brands that told me to make their logo bigger: eBay, Nike Womens, Verizon, AT&T, Wells Fargo, Coca Cola, Chick-fil-a, Cisco, 20th Century Fox, AMC, South Beach Diet, UPS, Netflix, Chipotle, Blue Cross Blue Shield, Hyatt, AAA, Western Union, eHarmony, Kawasaki, and Carnival

"...lives to make the creative idea a powerful experience for the consumer" – E. Hostettler, SVP ECD, Moxie

"... a rare creative leader with a head for strategy and strong business acumen." – C. Walker, CFO, Zenith Optimedia

"...her influence goes beyond the creative and extends to organizational design." – R. Glass, VP HR, Publicis

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