

# MIKE GOLD

---

33 Laurel Dr, Springfield, NJ 07081  
mikegold@wordofgold.com  
973.953.0610

## Who I Am

As a driven, accomplished creative marketing professional with broad cross-disciplinary experience, my skills include **strategic planning, digital marketing, creative development**, qualitative & quantitative **research, media planning, relationship marketing, public relations**, and **analytics**.

## What I've Done

*Tracylocke*

CREATIVE DIRECTOR

5/17 - Current

**Agency-lead across numerous priority brands, I oversee every aspect of the creative process, inspiring creativity, developing talent, fostering client relationships, growing and winning business, and continuously innovating on behalf of our clients.**

Disciplines: Brand positioning, Naming, Broadcast, Radio, Print, Websites, OOH, Shopper marketing, Retail, Promotions, E-commerce, Experiential

Clients: Captain Morgan, Johnnie Walker, Tanqueray, Bailey's, Ketel One, Don Julio, Ciroc, Guinness, Smirnoff Ice, Pringles, Cheez-it, Warner Bros, Pepsi Multicultural

*St. Jacques Marketing*

VP, CREATIVE DIRECTOR

4/14- 4/17

**With responsibility for all agency output, I provided dynamic, forward-thinking leadership to the Creative, Production, Social Media, and Project Management teams, solving business challenges and generating growth for our clients.**

Disciplines: Brand positioning, Visual identity, Websites, Print, Collateral, Franchise marketing, Local store marketing, Social media management, Search marketing, Experiential, Lead generation

Clients: Supercuts, T-Mobile, Coldwell Banker Commercial, Jack in the Box, Qdoba, ServiceMaster, Title Boxing, Verizon, Weichert Realtors, SkyZone, Nathan's Famous

---

---

*Tracylocke*

ACD / COPYWRITER

4/07- 4/14

**Business lead on multiple lines of business, I guided a team of writers and art directors in executing multi-channel marketing plans for billion-dollar clients, achieving improved business performance.**

Disciplines: Brand positioning, Naming, Broadcast, Radio, Print, Websites, OOH, Shopper marketing, Retail, Promotions, Experiential

Clients: Gatorade, Mountain Dew, Pepsi, Pepsi International, Mentos, Airheads, Absolut Vodka, Chase Bank, Amp Energy, SoBe, No Fear Energy

*EuroRSCG / Havas*

FREELANCE

12/06-3/07

Clients: Jaguar, Unilever

*DraftFCB*

SENIOR PROJECT MANAGER

3/03 - 9/04

Clients: Verizon, Bank of America

*MRM / McCann*

JUNIOR COPYWRITER

2/01 - 1/03

Clients: Sprint, Sirius Radio, US Airways, UPS, Buick, Kinkos

SENIOR TRAFFIC MANAGER

11/99 - 1/03

Clients: Sprint, US Airways, UPS, Buick, Kinkos

### **Why They Let Me**

*The Creative Circus - Atlanta, GA*

10/04 - 9/06

Copywriting

*University Of Pennsylvania - Philadelphia, PA*

9/95 - 8/99

BA in Folklore (English & Anthropology)

### **Who Noticed**

Silver Addy - Mountain Dew "Different" TV

Silver Addy - AMP Energy Website

Silver Effie - Gatorade "Find Your Fit"

Bronze Cannes Lion - Gatorade Replay

### **Where To See My Work**

Portfolio available online at [Wordofgold.com](http://Wordofgold.com)

---