

TRES MCCULLOUGH

CHIEF CREATIVE OFFICER



Visionary creative talent with a track record of conceiving and deploying marketing solutions that transform businesses, causes and organizations. Highly entrepreneurial and strong business-generating skills with a passion for training and bringing the best out of emerging talent.

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EXPERIENCE

2019 - Chief Creative Officer, EVP | **Brodeur Partners**

Present

Marketing agency with a focus in media relations

- Founded and manage Relevance Studios, an in-house creative services agency at Brodeur Partners, a traditional media relations firm. Relevance Studios was conceived to provide Brodeur's clients access to a broad spectrum of integrated creative services in a more streamlined model that yields more effective work faster and more efficiently than traditional advertising agencies.
- This new department conceives, produces and deploys work that is produced both fully in-house and with a collection of award-winning global specialists as needed. Projects have included virtual and augmented reality, TVC production, direct marketing, digital, interactive video, documentary production, mobile app development, print production, promotional programming, and brand design.
- Developed a proprietary collaborative process for expediting the development of engaging creative communications.
- Fueled dramatic organic growth across Brodeur's top accounts and played an essential role on new business (with an 75% conversion rate) that has contributed to significant year-over-year agency growth since 2019.
- Led a multi-media training program designed to mentor agency talent - with little to no advertising experience - on how to add value to the creative process.
- Established the Shortform Factory, an intern program designed to give college students real-world editing and animation experience and to give clients boundary-pushing creative options at zero cost.

Key clients include American Society of Nephrology (ASN), Avnet, DoubleCheck, Freeport-McMoran, Hankook, Howes Lubes, Kendal at Home, SMU, TSMC, The University of Pennsylvania, UNH, and more.

PHILOSOPHY

Break-through, business-building work is stimulated by collaboration, transparency and decisive decision-making versus big budgets and lengthy timelines.

AREAS OF EXPERTISE

- Building ownable brand platforms
- Leading mission-oriented teams
- Inspiring talent
- Working fast, working smart
- Relationship-building
- Doing more with less

HARDWARE

- One Show Gold Pencil
- Effie
- Addy
- Pro Awards
- Ex Awards
- American Advertising Awards

EDUCATION

BA, Cum Laude

Double Major:
English/Political Science

St. Lawrence University

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EXPERIENCE

- 2001 - 2019 Cofounder, Chief Creative Officer | **Fathom** | *A full service marketing agency*
- Fathom was created with the sole mission of challenging convention... from the definition of advertising to how an agency should operate and work with clients.
 - Grew agency to \$15 million in annual revenue across three offices in New York, Chicago and LA.
 - Created proprietary "Docu-Branding" offering designed to deliver truth in advertising by helping brands discover and tell their most inspiring true stories.
 - Built a strong culture around a singular commitment to providing entrepreneurial energy and thinking to Fathom clients.
 - Developed and implemented a comprehensive and proprietary 360-degree employee evaluation and career growth system.
 - Merged Fathom into Brodeur Partners.

Delivered 20%+ profit margins consistently for the company's equity partners over 18-years

Co-managed agency's successful equity partnership with Omnicom

Averaged 70 employees

- 1998 - 2001 Account Supervisor, Account Director | **DDB Worldwide**
A global advertising agency, part of Omnicom
- Led the New York office's largest account, ExxonMobil, as U.S. Account Director.
 - Developed and managed a 360-marketing plan to grow membership in Mobil's Speedpass CRM program from 100K members to 5 million+ in less than three years; performance was a key factor in DDB winning the ExxonMobil business triggered by the Exxon-Mobil merger.
 - Built successful cross-platform client service model through centralized integration of Omnicom partners, as recognized by Omnicom's Catalyst Award.

- 1998 Account Supervisor | **Publicis** | *A global advertising agency*
- Managed the Champs Sports retail account, serving as steward as the brand migrated from a small sporting goods retailer to a sports lifestyle offering amid a brand overhaul.

- 1994 - 1997 Account Coordinator, Assistant Account Executive, Account Executive | **Young & Rubicam**
A global advertising agency now part of VML
- Managed Molson Beer account; account lead on STP during silver anniversary of Richard Petty's NASCAR partnership; served on KFC focusing on co-op marketing.
 - Leader of the agency's junior account management training program.

DESERT ISLAND MEDIA

Movie: Pulp Fiction Alien

Book: The Great Gatsby

Teams: Yankees, Rangers, Giants

WATERING HOLES

Old Town Bar | 45 E 18th St., NY

Chez Jay | 1657 Ocean Ave, CA

INFLUENCES

Walt Disney | George Lucas

Mary Wells Lawrence | David Ogilvy

Michael Bierut