

BRANDON HAMPTON VP | CREATIVE DIRECTOR | COPY

bkeithhampton@gmail.com | 310 462 0540 | brandonwrites.com

My role is to translate business to art people and art to business people. If we can be successful at that, results will come. By "results" I mean a high-functioning, ultra-efficient creative team that adheres to strategy and moves the needle towards business goals and objectives. Award shows are overrated. Growth is not.

WORK

Dagger

VP, Creative Director Nov 2021-Present
Creative Director Sep 2020-Nov 2021
Brand: Aflac

Manage a team of 8-10 designers, art directors, and copywriters to concept and produce award-winning broadcast commercials and social media content (paid and organic) while mentoring and developing young talent. And didn't mind getting my hands dirty to show my team I can do the job, too.

Review strategy, creative briefs, media plans, annual planning, staff scope and allocation to set a clear path for success and ensure creative alignment with brand goals and approaches for every campaign, including thought leadership for the brand's Integrated Marketing Communications team. When the IMC needs a creative eye or ear, they trust me to give direction without taking credit.

Teamed with agency partners to create a campaign and talent relationship that gave the validity and ability to reach a secondary audience of African Americans and alumni of Historically Black Colleges and Universities by maintaining authenticity in our advertising and following through with community commitments. We were able to target a skeptical audience without becoming a Black Twitter trending topic for the wrong reason.

Regularly present ideas, campaigns, scripts, creative vision, and content to high-level clients, offering strategy, and business reasons to support the decisions we make along the way. Lead the development of 360 campaigns for new business pitches and being a go-to presenter for the pitch. I learn brands and their business so when I'm presenting, I don't have to be scripted. It's just honest conversation.

Moxie

Creative Director Mar 2016-Sep 2020
ACD Aug 2014-Mar 2016
Brands: Delta Air Lines, Wells Fargo, Verizon, Nike Women

Managed a team of 8 designers, art directors and copywriters that raised the creative bar across the agency and our client's industry; This is where I really learned to build and manage a team.

Led creative on a pitch team that led Moxie to be named Delta Air Lines social media AOR, growing the agency by nearly 20% with that acquisition. Grew the account by over 400%, blowing revenue projections out of the water while winning pieces of work in jump balls against Weiden+Kennedy, OMD, and other agency partners. We slayed the Weiden dragon more than once.

Changed the way Nike Women viewed social and its role in their marketing by writing a single tweet that was their highest-engaged piece of social content in their division's history. They followed our lead before taking everything they learned and bringing it all in-house. Such is life.

DDB NY

Senior Copywriter July 2012-July 2014
Brands: State Farm, Aveeno, New York Lottery, US Tennis Association

Concepted and executed social media campaigns and promotions, digital display and websites for State Farm (with an emphasis on Auto and Home) and select Johnson & Johnson brands while mentoring junior copywriters and managing copy summer interns

Freelance

Senior Copywriter September 2010-July 2012
Brands: Keurig, TD Bank, Sony (televisions)

Met a lot of people. Made a lot of money (for that time). Fixed my credit. My life really started to change at this time. When I stopped trying so hard to win awards and started focusing more on my own desires in an agency and how to really help brands and clients achieve their objectives instead of mine.

Digitas NY

Senior Copywriter May 2006-September 2010
Brands: Post Foods (focus on breakfast cereals), Delta Air Lines, American Express, Sprint

Met a lot of people. Made a lot of money (for that time). Fixed my credit. My life really started to change at this time. When I stopped trying so hard to win awards and started focusing more on my own desires in an agency and how to really help brands and clients achieve their objectives instead of mine.

Rapp Worldwide

Copywriter
Brands: DirecTV, Bank of America, Toyota, Lexus, AAA

TM Advertising

Junior Copywriter
Brands: Subaru, American Airlines, Texas Tourism

The Richards Group

Intern
Brands: Chick-Fil-A, Half Price Books, Hyundai

Publicis

Intern
Brands: BMW

EDUCATION

Southern Methodist University, BA Advertising, English; 2003

AWARDS

Countless Webbys and ADDYs for work on Aflac and Delta Air Lines

Based in Atlanta, GA. Open to remote opportunities with agreed upon travel frequency to home and remote offices. Not currently open to relocation.