

MARSHALL ZWEIG

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CREATIVE DIRECTOR | BRAND STRATEGIST | CREATIVE CONSULTANT

I have a successful track record of creatively launching and rebranding household-name products. I use my gifts as a Highly Sensitive Person (HSP) to understand and empathize with consumers' pain points. As a brand consultant, I build emotional connections to products.. As a creative, I give consumers value in exchange for their time and attention, with content that entertains, inspires or otherwise enriches their lives.

STRENGTHS AND EXPERTISE

Creative strategy
Writing
Content creation

Brand development
Project management
Presenting/group facilitation

Interpersonal communication
Relationship building
Team leadership

ACCOMPLISHMENTS

- **Little Caesars:** As a creative director, I introduced the blockbuster HOT-N-READY pizza product.. Little Caesars made me their creative agency of record. My tenure of almost a decade resulted in 12 straight years of record sales, propelling the company to #2 in the franchise pizza category.
 - **Brandings:** As promotional ECD, I helped launch **Benefiber**, now America's #2 fiber supplement, and helped rebrand **Excedrin** and **Maalox**. I rebranded **CBS** Detroit affiliate's evening news. I led a rebranding for clothing company **Champion**. I created **Nestlé** "It's Crunch Time" tie-in with the **NBA**.
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EXPERIENCE

City Lifestyle

Managing Editor

February 2024 - present

In a part-time role, I'm solely responsible for all local editorial content of this monthly luxury magazine.

Responsibilities:

- Solicit, prep for and conduct interviews and profiles
- Ideate and create content, and choosing magazine layout
- Manage one photographer

Rebuilding Thoughts

Trauma-Informed Coach

February 2023 - present

In a contract role, I coach content moderators who develop PTSD-like symptoms from their work.

Responsibilities:

- Create and facilitate workshops on relationships, and on effectively managing PTSD symptoms.
- Facilitate 1:1 sessions for an international client roster of content moderators.

marshallzweig.com

Master Relationship Coach | Resensitization Therapist

January 2002 - present

Responsibilities:

- Facilitate, group workshops and 1:1 sessions
- Create content on resolving conflicts and building radically intimate relationships.
- Live-stream interactive sessions

Ingomu**February 2023 - February 2024***Chief Marketing Officer | Featured Life Coach*

In a contract role, I was CMO for Ingomu, a coaching app for corporate wellness and personal use.

Responsibilities:

- Introducing company to influencer marketing; managing influencer relationships and campaigns.
- Rebranding B2B and DTC.
- Creating and managing multiple social media campaigns.
- Partnering with director of sales to create highly-rated email drip campaign for B2B.
- Live-streaming my method to a nationwide interactive community as a featured relationship coach.

Oz Advertising**August 2005 - March 2020***Chief Creative Officer | Owner*

Served as agency of record (AOR) for Little Caesars and workplace wellness advocates Wellness Coaches, and as promotional ECD for Novartis OTC brands. Responsible for over \$3 million in annual budgets. Built and managed a diverse (predominantly female, Black and LGBTQ+) team of up to 20 reports and contract employees. Other clients: ABC, Rite-Aid, Walgreen's CVS, Skin and Vein Centers.

Responsibilities

- Created and managed digital and broadcast spots and campaigns, in English and Spanish.
- From package design, to intro videos, to social media campaigns, I created marketing assets to help launch multiple products, both domestically and internationally.
- Created websites, email campaigns, social media content, podcasts, corporate docs, an award-winning TV talk show and more.

The MARS Agency**January 2000 - July 2005***Creative Director | Head of Production*

Promoted from junior writer, and was given the dual role of head of production at MARS HQ, for clients like Little Caesars, Disney, Walmart, Oxy skincare, HARMAN audio brands.

Responsibilities

- Created and managed digital and broadcast spots and campaigns, in English and Spanish.
- Created and presented new business pitches.
- Created websites, email campaigns, radio content, print and outdoor, in-store videos and more.

EDUCATION**The University of Michigan - Ross School of Business**

GBA in marketing; minor in creative writing and video production

Austin Peay State University

Diplomas in coaching and in organizational psychology

VOLUNTEER**Make-A-Wish Foundation**

Assisted the charity in placing terminally ill children in film and video productions.

Professional and personal references available upon request