

MICHAEL PIEKARSKI

mpiek.com

[Linkedin](#)

michaelpiekarski@gmail.com

P: 214 316 0293

WHO I AM

I grew up in Chicago – South Sider. Sox fan. I'm a father, an artist, a passionate creative person, and builder of exceptionally talented creative teams. I run, I'm a combat vet, a mentor, and rock climber – big rocks. I've worked on great brands – Coke, Pepsi, P&G, McDonald's, Burger King, Samsung, and Gatorade to name a few. I've launched new vehicles for Ford, Mazda, and Jeep nationally, and I've done a Super Bowl spot. My teams have won Lions, Addys and Caddys. I've developed creative strategies to earn Pizza Hut over 10M followers, produced online content viewed over 2M times, created a promotional website for Mountain Dew that was visited over 11 million times, and changed the perception of Dallas, Texas with an award-winning campaign. I've engaged consumers at every point along the path-to-purchase to change perception, earn trust, and increase sales. I don't eat fish, hate the sound of pouring liquid, and am bad at basketball. I'm great at branding, rebranding, and implementing effective content across all platforms. I believe in process, but am flexible. I shoot straight, don't hunt, and never run from a challenge. I love people, my mother, wife, and child. I work hard, play hard and have a high level of integrity, empathy, compassion, and accountability. I have a presence. Big shoulders, small ego, and huge heart. To know me is to have a friend, a brother, a collaborator, and a partner. Fiercely dedicated, at times celebrated, but always working hard to be better than the day before.

500 Degrees Studio – Columbus, OH / Miami, FL / Toronto, CA ECD / Chief Creative Officer – 2019 - 7/1/2024

I directed / developed traditional, promotional, social, video, and digital content; merging the digital and physical consumer space. I was a client and agency advisor supporting the shopper journey or end-to-end strategies and communications. I partnered with our new business development team in pitches to prospects. I was ultimately responsible for the financial success and growth of our creative team and maintaining the highest creative output.

- Co-led the rebranding of Burger King to include all photography, graphics, on-premise merchandising, digital assets, and zone communications, resulting in increased sales and significant brand engagement.
- Developed and launched a new visual identity for Popeyes, resulting in an increased social media following.
- Grew our Juniors to Seniors, our Seniors to better leaders, and consistently fostered an environment of inclusivity and teamwork.
- I've led successful pitches resulting in new and organic growth – I tell a great story with confidence and persuasion.
- Developed a wide variety of digitally-optimized assets, increasing click-through rates by as much as 35% for Tim Hortons Canada.
- Ensured that design solutions effectively highlighted product assortments and addressed the nuances of specific retail environments, considering both industry and demographic trends, without compromising brand integrity and consistency.
- 249 packaging assets delivered. 11,460 merchandising components activated. 1,082 animated files produced. 1,635 product photos captured for Tim Hortons US in a single year.

MY QUALIFICATIONS AS A CREATIVE LEADER, AND AGENCY PARTNER

- Creation of marketing / advertising campaigns – from developing the vision and messaging platforms to overseeing production and timelines
- Cross-functional team collaboration
- Strong written and verbal skills
- Create and inspire a culture within the creative team through training, idea sharing, goal setting, and learning opportunities
- Content integration across all marketing channels: digital, social media, paid media, mobile, offline, video, and print
- Strong presentation / new business skills for organic growth, and additional opportunities – creative pitch lead
- Supervision of Graphic Designers, Art Directors, Copywriters, Social-Media experts, Photographers / Videographers in the strategic development of messaging and deliverables
- Strategic branding / rebranding design experience and deployment
- Maintain / build strong client partnerships / agency relationships
- Focused on visual / cultural trends to better support consumer engagement
- Ability to maintain a high standard in a fast-paced / heavy-volume environment within a budget
- Liaison with external creative agencies in an IAT setting
- Working knowledge of design tools: Adobe Creative Suite, Project Management tools, UI/UX Design, AI
- B2B, B2C communications development / deployment
- Consumer-first approach – right message, at the right time, in the right place
- Decisive, empathetic, people-first, loyal, accountable

Quantum Health – Columbus, OH Group Creative Director – 2016 - 2019

In-house creative lead. I managed internal and external communications. I provided leadership, motivation, growth opportunities, and conveyed the vision and values to the creative team. I planned and led internal / external marketing campaigns, strategy, and advertising efforts. I maintained content for the company web site, print advertisements, social, member communications, events, and corporate sales materials. I established creative standards for internal staff and outside vendors / contractors.

- Optimized all sales materials, B2B / B2C communications, website, and overall pitch presence.
- Trained sales team to present with more passion, vulnerability, and empathy.
- Built, structured, and realigned the creative team to the mission of Quantum Health.
- Introduced creative briefs, and trained for use.
- Redesigned all company collateral, and member materials; optimizing QH's digital and social presence.
- Introduced a project management process, enabling better communication and project workflow.
- Designed, developed and launched the QH member App and site resulting in high engagement and positive user sentiment.

Leo Burnett – Chicago, IL VP, Global Creative Director – 2015 - 2016

I developed and led print, video, digital, and experiential design efforts globally while bringing maximum value to our clients by collaborating with the LB global network.

- Leveraged data insights and strategy to find more effective ways to drive consistent branding across all consumer channels.
- Generated ideas and concepts for new business pitches resulting in more creative opportunities, and wins.
- Transformed rough ideas and general concepts into actionable and tangible products or messages to increase engagement.
- Orchestrated new online branding & identity, leading to a significant uptick in brand recognition.
- Introduced new products to global markets resulting in increased sales.

WD Partners – Columbus, OH VP, Executive Creative Director – 2014 - 2015

I co-led a 50-person creative team for a retail design, environmental, and customer experience agency with global food and retail brands. Key clients included: Scotts, Electrolux, Johnny Rockets, Target, Taco Bell, Gatorade, Walmart, and Aramark.

- Led a team of traditional, digital, and environmental designers.
- Introduced and designed physical QSR and retail locations across the country for Walmart, Target, Taco Bell, and Johnny Rockets (H&NDMADE), with high-consumer focus based on data to increase sales and traffic.
- Pitched work and new business passionately while grounded in strategy; producing growth and more agency revenue.
- Built a delivery team to complement our interior and architectural design teams providing “end-to-end” consumer experiences.

TracyLocke – Dallas, TX / New York, NY Executive Creative Director – 2011 - 2014

I led the creative team, and the development of multiple consumer-centric shopper engagements for PepsiCo., Mountain Dew, Aquafina, Samsung, 7-Eleven, Pizza Hut, Field & Stream, DDI, and T-Mobile.

- Led the full-image rebrand of Dallas, Texas, resulting in increased Facebook fans by 713%, X by 110%, and increased VisitDallas.com traffic by 67%, and unique visitors by 30%. Boosted engagement with over 12K photos posted, as well as achieving a consumer sentiment score of 84%; a 50% improvement over general chatter resulted in a changed perception.
- Created highly successful cross-promotion leveraging Mountain Dew and Halo 4. In five months, this international promotional site was visited 11,689,623 times, with users entering 9.4 million codes from purchased products.
- Developed new strategy / insights for Pizza Hut; achieving over 10 million fans on Facebook.
- Dominated online chatter for digital partnership with Dude Perfect to launch new Cheesy Crust Pizza – capturing 50% of all conversations related to Pizza Hut. Our video had over 2 million views, making it the most-watched video of all-time for the brand.

Imc2 – Dallas, TX / New York, NY Group Creative Director – 2006 - 2011

I led the consumer product creative team for The Coca-Cola Company, P&G, Pizza Hut, Dannon, TAG Body Spray, and Nestle, developing digital, mobile, and traditional advertising. I provided direction to designers, writers, developers, and project managers in multiple locations.

- Developed an innovative and award-winning brand platform - Style Series: one of the first Coke efforts in digital brand integration including video, paid media, and never-done-before live-streaming of video events bannered directly from Times Square; increasing sales, relevancy, and positive perception for the brand.
- Designed and introduced the first-ever iPad ordering App for Pizza Hut; yielding a 27% conversion rate, and \$28.78 ACS all incremental.
- Led a highly successful year-long promotion for Coke, which sent social influencers around the world seeking moments of happiness; resulting in positive global brand perception based on sales.

EARLIER CAREER ACCOMPLISHMENTS

I created award-winning campaigns and promotions for Fortune 500 clients including Ford, P&G, Pizza Hut, McDonald's, and The Coca-Cola Company.

- Developed a successful Pepsi and Lay's promotion resulting in: 850,000 views, 136,000 total entries, and 80,000 music codes awarded.
- Developed the first campaign focusing on responsible consumption for Miller Brewing Co.
- Introduced a new beverage line to market for Gatorade.
- Introduced a full-zone communication strategy to McDonald's.
- Maintained a successful creative pitch win-loss ratio, through identifying key insights and strong storytelling.
- Led numerous total product relaunches and rebrands.