

# RYAN PARKER

CREATIVE DIRECTOR | BRAND MARKETING

678.283.4653  
ryan.T.Parker602@gmail.com  
LinkedIn.com/in/RyanParker602  
Atlanta, GA  
TaketheStairs.net (portfolio)

## PROFESSIONAL SUMMARY

A seasoned brand creative leader with a passion for developing brand activations that create deep meaningful consumer connections and deliver transformative business results. A provocateur of brand purpose and human culture employing equal parts science and art in shaping strategic brand experiences that rise above creating noise. From concept to execution, I've helped brands activate their beliefs from big PR headlines to intimate shopper marketing experiences and everything in between.

## EDUCATION

Bachelor's Degree, Marketing  
Kennesaw State University — 2001

## CAREER HIGHLIGHTS

**Integrated Brand Marketing:** 23+ years of developing activation programming within a connected omni-channel strategy.

**Team Leadership:** Fostered a highly collaborative and effective creative group comprised of a diverse, multidisciplinary talented team for over 14 years.

**Creative:** Led creative ideation process through defining strategy, concepting and packaging. Managed all visual creative development via graphic, 3D and AI software.

## SKILLS

Experiential Marketing  
Creative Strategy  
Creative Direction  
Integrated Planning  
Sports Marketing  
Shopper Marketing  
Partnership Marketing  
Creative Suite Software

## WORK EXPERIENCE

### Dentsu | May 2001 - July 2024

#### GROUP CREATIVE DIRECTOR, EXPERIENTIAL

Dentsu Creative | Atlanta, GA | Apr 2019 — July 2024

Led the creative experiential practice and team of multi-disciplined creatives in crafting transformative brand creative solutions across a spectrum of lifestyle passion spaces with varying levels of high impact engagement strategies.

- Directed omni-channel creative amongst internal as well as external integrated teams for activation programming.
- Managed and optimized the creative process phases ranging from strategic briefing, conceptual ideation, integrated planning, engagement design approaches, consumer journey mapping, environment design and VIS implementation, amplification and creative production.
- Developed senior level client and agency relationships helping grow Diageo into the largest client by revenue for Dentsu Creative, all while achieving our highest ever agency TRR score and nominated for supplier of the year for 2023.
- Supported agency growth efforts by leading and selling in multiple new business responses, collectively maintaining a 65%+ win rate.
- Led all creative for a wide range of B2C and B2B programs inclusive of Nike U-Move College Campaign, Meta Wellness Summit, Subway product launches, Diageo portfolio (omni-premise integrated programming including partnerships).

#### CREATIVE DIRECTOR, EXPERIENTIAL

MKTG and Team Epic | Atlanta, GA | Jun 2010 — Apr 2019

Launched in-house studio serving all agency creative needs ranging from strategy, conceptual ideation, visual identity, 3D environment design, and graphic production.

- Developed and led integrated creative for programs such as: ESPN | Nissan Heisman House, AT&T NCAA sponsorship, PepsiCo brand activations, Olive Garden PR launches, Samsung Olympic campaigns, Cupcake Vineyards music festival strategy, USOC Partnership Marketing and more.

#### ACCOUNT DIRECTOR

Vivid Marketing | Atlanta, GA | May 2001 — Jun 2010

Managed client relationships and integrated team of account, production and creative professionals in planning and executing experiential campaigns across the portfolio of Pepsi brands and Pepsi Sports divisions.