

GREGORY BURI

PROFILE

A visionary and versatile creative leader with 18+ years experience and track record of driving impactful, purposeful marketing campaigns. Proven success in fueling sales growth and amplifying brand awareness through compelling storytelling. Constantly pushing creative boundaries across multiple channels and social platforms. Known for staying ahead of cultural trends and fostering collaboration to inspire, mentor and propel teams to creative excellence.

CORE COMPETENCIES

- Multidisciplinary Creative Direction
- Client Management & Services
- Team Leadership & Support
- Pitch Development & Presentation
- Film, Digital & Print Production
- Social & Digital Media
- Influencer & Celebrity Marketing
- Branding & Corporate Identity
- Copywriting, Art Direction & Design
- Creative Strategy & Development

EDUCATION

Post-graduate Media Copywriting, Honors
Humber College, Toronto, Canada

Bachelor of Arts in History, Minor Film Studies
University of Victoria, Canada

Certificate DEI Training, 2022

CREATIVE DIRECTOR & WRITER

KEY ACCOMPLISHMENTS

- Achieved widespread impact and reach with one of the Top 20 Most Viewed Automotive ads on YouTube according to Adweek
- Pitched and retained the California Lottery account for an industry record of 12 consecutive years, while growing it from the 4th to 2nd largest lottery in the US
- Developed the first national social purpose platform for TELUS, boosting recognition as an environmental and sustainability leader by 25%
- Executed four Kia Soul "Hamsters" campaigns, achieving 90% market share in the boxy car category and Madison Ave. Advertising Walk of Fame recognition
- Wrote and formulated "MINImalism," 8th most awarded microsite in the world
- Generated 400K+ impressions for Shine On Sierra Leone with <\$10k budget, garnering accolades and coverage from CNN, Adweek, Fast Company and more
- Recipient of top honors at national and international award shows, including coveted Cannes Lions, One Show, Effies, Clios and more

WORK EXPERIENCE

Independent Creative Director & Writer — Los Angeles 2022 — Present

Clients: Reddit, Wolfgang LA, Gallegos United, DoorDash, Adidas

Delivering best-in-class conceptual thinking, branding, creative direction, copywriting and pitch support to a wide variety of renowned clients and agencies. Elevating work across social, digital, traditional mediums and business units including CRM, B2B, brand and social purpose initiatives.

- Supporting agencies and brands across disciplines and multicultural markets, orchestrating pitch campaigns for international clients across athletic apparel, sports & entertainment and tech sectors

National Executive Creative Director — The&Partnership, Canada 2021 — 2022

Client: TELUS Communications

Creative lead for Canada's 3rd largest and 1st most giving telco company, managing 25+ creatives across multiple disciplines, departments and locations. Supervised campaign strategies and product launches for social, digital and traditional mediums. Cultivated strong relationships with executives and senior clients to drive business objectives and achieve goals. Operationalized and elevated work across business units, including CRM, B2B, brand and social purpose initiatives.

- Administered departmental reorganization, improved efficiency and workflow
- Responsible for new hires, ensuring a diverse and equitable department
- Inaugurated client's first integrated national brand social purpose platform
- Delivered client's first national purpose-driven augmented reality initiative
- Organized integrated campaign launches for the iPhone 13, Samsung Galaxy S22, Amazon Alexa, TELUS PureFibre and home & internet security products
- Spearheaded client's largest ever production with a budget of \$1.8M+, capturing a library of film, digital, print, OOH and social assets

GREGORY BURI

CREATIVE
DIRECTOR

PANELS & AFFILIATIONS

2022 AICP Judge, Experiential Category
 2021 AICP Judge, Purpose-driven Category
 2017-2023 LeBook Connections, Jury
 2017 Key Speaker, Lafleurs Nat'l Gaming
 Conference

AWARDS & PRESS

USA Today | CNN | Cannes Lions | The One Show |
 Clio Awards | Effies | FWA Awards | Adweek | Ad
 Age | Creativity Mag | Fast Company | Billboard |
 Trendhunter | Viral Video Chart | TMZ | The Drum |
 Billboard | NY Festivals | London Int'l Awards |
 Lurzer's Archive | Communication Arts | Madison
 Ave Walk of Fame | Marketing Awards | Strategy
 Magazine | ADCC | TBWA Disruption Awards |
 Coupe Design Annual | Applied Arts | Young Guns
 Int'l | Globe & Mail | National Post | Extra Awards

RANDOM FACTS

Reached an elevation of 22,203 feet on Mt.
 Aconcagua, the highest mountain in the western
 hemisphere
 Once drove a 7-horsepower rickshaw 2500 miles
 across India—in two weeks
 Played varsity soccer at university as a walk-on
 Founding member and lead creative for Today, I'm
 Brave, raising over \$1.1M+ for causes, including
 \$800k for victims of Hurricanes Maria and Irma
 Dual citizen (Canada & USA)

WORK EXPERIENCE CONT'D

Group Creative Director — David&Goliath, Los Angeles **2011 — 2021**
Clients: California Lottery, Kia Motors, New Amsterdam Vodka, Shine On Sierra Leone,
 LA County High School of the Arts, Today, I'm Brave

Supervised creative teams across multiple accounts ensuring the highest quality of
 creative work. Controlled end-to-end processes from film to digital to social and
 experiential work for effectiveness across platforms. Developed effective strategies
 fostering innovation and brand consistency. Achieved maximum marketing impact
 through strategic relationships with partner agencies and production companies.

- Relunched and rebranded New Amsterdam Vodka to steer 5M cases resulting
 in raising sales volume and market share
- Led numerous multi-million dollar national campaigns for the Kia Soul, Kia
 Carnival, Kia Optima, and Kia Forte, including a Super Bowl commercial
- Scaled California Lottery's customer base reaching younger audiences and
 setting multiple product launch and campaign sales records
- Secured 35 prestigious NASPL awards and set a record for the most awards
 won during a NASPL annual lottery conference in 2013 with 11 wins

Creative Director & Writer — David&Goliath, Canada **2010 — 2011**
Clients: Kia Motors Canada

Served a pivotal role in preparing and producing a national purpose-driven rebrand
 across multiple platforms through strategic planning, writing and creative direction.
 Increased brand equity and market share to shift the perception of Kia from a value
 brand to a premium brand in Canada.

- Positioned Kia as the second fastest-growing automotive company in Canada
 with new integrated launch campaign, Drive Change
- Surpassed previous records, identified positive market trends, and uplifted sales
 by 17.9%

Associate Creative Director & Writer — BBDO Canada **2008 — 2010**
Clients: Frito-Lay, Canadian Paralympics Committee, Ruffles, Starbucks, Shaw Cable,
 Quaker, M&Ms, Aquafina+

- Spearheaded Canada's first Paralympic campaign and multiple international
 award-winning campaigns for esteemed brands, such as Frito-Lay, Starbucks
 and Canadian Paralympics
- Strategized and executed integrated marketing and advertising campaigns for
 clients, driving effective communication, brand engagement and results

Senior Writer — TAXI Canada **2006 — 2008**
Clients: BMW MINI, Amp'd Mobile, Fresca, Jack Astor's

- Led & secured the pitch for Toronto FC, resulting in a win for the agency
- Integrated and launched Amp'd Mobile in the Canadian market

Additional Experience: Writer at TBWA Canada and Lowe Roche

Clients: Skittles, Nissan, Infiniti, Twix, Absolut Vodka, Mercedes-Benz, Virgin Mobile,
 Stella Artois