



# Daniel Bremmer, Creative Director

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Daniel is an award-winning creative director that makes work that makes noise. Experience in building, restructuring and mentoring creative teams to create social-first and earned media creative. Passionate about culture, technology, adventure and doing work that makes things better for people.

**Areas Of Expertise:** Creative Direction, Creative Strategy, Leadership, Social Media, Earned Media, Organic Content, Brand Development/TOV, Paid Media, Communications, Innovation, Design

## Experience:

### **VaynerMedia, Los Angeles, CA (August 2023 - December 2023)**

#### **Creative Director (Freelance)**

Interim creative lead on Sports Research, managing a team of about 10 content creators, copywriters, art directors and creative directors.

- Led creative on organic content across TikTok, Facebook, Instagram, Threads and X.
- Partnered with project management, account and strategy to restructure the creative process to be more efficient and produce higher-quality content, then onboarded full-time replacement.
- Led the first-ever brand campaign for Sports Research, "Play It Well."
- Created Sports Research's most successful Amazon Prime Day campaign to date and launched Omega-3 Fish Oil, making it their top-selling product.

### **Mustache/Revere (Edelman), Los Angeles, CA & New York, NY (August 2021 - July 2023)**

#### **SVP, Group Creative Director**

Creative lead on Google Maps, Google Social Lab and Google Pixel. Managed a team of about 12 creative directors, art directors, copywriters, motion designers and content creators.

- Recruited a hybrid creative and content creator team for Google Social Lab and Google's TikTok launch, creating top-performing content on Twitter and TikTok and increasing Gen Z followers on TikTok by 60%.
- Rebooted Google Maps social strategy for a Gen Z audience, making it the #1 North American Google social account within three months of taking control.
- Created the holiday film "Google Meet Santa" where kids got to meet Santa in their own languages.
- Led creative for Google Pixel, supporting the global launch of the Google Pixel 6 and US initiatives around DEI, Snapchat and NBA partnerships.

### **SS+K, New York, NY (April 2020 - July 2021)**

#### **Creative Director, Special Projects**

Led an international team to tch and win the Inspired By Iceland account and produce their COVID-19 response campaign, "Looks Like You Need Iceland."

- Led an international team to create the award-winning "Looks Like You Need Iceland" campaign that helped people around the world to scream their lockdown frustrations into a web-based app and then release it into Icelandic nature. ADWEEK called it "2020's ultimate tourism campaign."
- Joyscroll.com countered pandemic doomscrolling with 22.7 meters of Icelandic positivity, closing out the world's worst year by winning The FWA's website of the day on December 31, 2020.
- "Looks Like You Need An Adventure" reopened Iceland to global tourism with an invitation to turn their pandemic sweatpants into hiking boots for their first post-pandemic adventure.
- Our campaign won Effies "Global Best Of The Best" for making Iceland the #1 preferred post-COVID travel destination among our target group, increasing booking searches by 48.5% and a 5.7x increase in booking intent.

## Experience (Continued):

### **The Garage Team Mazda, Costa Mesa, CA (August 2018 - March 2019)**

#### **Creative Director (Freelance)**

Interim digital creative lead supporting the launch of the Mazda3, CX-30, Mazda winter event and Mazda social. Wrote the One Show Gold-winning trailer “The Power Of Ideas” for our pro-bono client, the Newport Beach Film Festival.

### **Íslenska, Reykjavik Iceland (June 2017 - July 2018)**

#### **Creative Director**

Spent an adventure year leading about 25 creatives (including production department) on global work for Icelandair and Inspired by Iceland as well as domestic work for Icelandic clients.

- Transitioned the creative department processes to include digital and social ideation at the beginning of each project.
- Launched “The Hardest Karaoke Song in the World”, the most successful Iceland tourism campaign to date with over 15mm views on Youtube.
- Supported Iceland’s World Cup team with global campaigns for both Icelandair and Inspired by Iceland.
- Led the rebrand of Cabo Verde Airlines, the national airline of the West African archipelago.

### **360i, New York NY (August 2014 – June 2017)**

#### **Group Creative Director**

Creative lead on integrated social and earned campaigns with an emphasis on innovation and brand storytelling. Led a team of about 7 full-time creatives supported by freelancers.

- Revived the Lean Cuisine brand with the emotional #WeighThis campaign, driving 428% increase in brand conversation and 33% increase in brand perception.
- Launched National Geographic’s first premium drama, Genius, with an AI chatbot and an experiential installation at the March For Science in Washington DC. Over 60% of viewers were new to the channel.
- Helped Target own Halloween with Target Treatster, a social network with an IoT interface for trick-or-treaters that garnered 40mm earned media impressions.
- Gave Oreo’s limited-edition flavors an origin story with the Oreo Wonder Vault.
- Let fans spend a day as Michael Jordan through an interactive Facebook film for Hanes.
- Helped Miracle Gro celebrate the first day of spring with #Springmoji, the world’s first emoji garden powered by people’s tweets.

## Additional Experience:

**Huge, Brooklyn NY** - Creative Director (Freelance) on Audi, TD Ameritrade and an FDA anti-smoking pitch.

**BBDO, New York NY** - VP, Creative Director on Mountain Dew, GE, AT&T, The Economist and Starbucks.

**SS+K, New York NY** - Copywriter on Barack Obama youth voter registration, Delta, Audi, No Kid Hungry, Credo Mobile, Revver, Associated Schools of Public Health, My Rich Uncle and Blue Cross Blue Shield.

**Publicis, Seattle, WA** - Copywriter on T-Mobile, Minute Maid Global, Dish Network, Bullitt Foundation, WA Lottery, Eos Airlines, SafeCo Insurance.

**Karmarama, London UK** - Creative on NFL UK Super Bowl, IKEA UK

## Education:

**ArtCenter College of Design** - Bachelor of Fine Arts (BFA), Advertising Design

**ThingShift** - ShiftUp!™ Academy Executive Training

## Press/Awards:

Cannes, One Show, Webby's, FWA, Digiday, Addys, ARF David Ogilvy Awards, Contagious, WSJ, The Guardian, NY Times, LA Times, Rolling Stone, Ad Age, Adweek, Creativity, Communication Arts, Business Insider, NPR, Meet the Press, etc.