

Brook Stahley

CREATIVE DIRECTOR | WRITER

415.290.0020



brookstahley@gmail.com



brookstahley.com



brookstahley



Expertise

- Creative direction | creative strategy
- Conceptual development
- Brand identity | brand storytelling
- Video, digital, print, and social marketing and advertising
- Content development
- Copywriting

Skills

- Leadership and mentorship
- Relationship and team building
- Cross-functional collaboration
- Eliciting stakeholder buy-in
- Emotional intelligence
- Strategic thinking
- Creative problem solving
- Pitching and presentation

Profile

San Francisco Bay Area-based creative director and writer with boundless curiosity and a proven knack for compelling storytelling. Twenty-plus years of expertise in award-winning communications, interactive marketing, and advertising for organizations large and small, well established and well on their way, spanning an absurdly and thrillingly wide range of industries. Known for asking thoughtful questions, actively listening, and building trusted, powerfully collaborative relationships. Exceptional ability to maintain strategic vision and keep head level, ego at bay, and humor intact in fast-paced, high-pressure environments. Committed to reaching and engaging audiences with tasteful, conceptually bold, refreshingly imaginative, and impactful video, digital, print, and social solutions.

Experience

Independent Creative Director and Writer

Self | San Francisco Bay Area, CA | November 2009 – Present

Clients: Apple, eBay, American Automobile Association (AAA), CBS Sports, Insightec, SunPower, Hasbro, June (Weber), Rally Health (Optum/UnitedHealth), Blue Shield of California, Spectrum (Charter Communications), NatureBox, Sling TV (Dish Network), CREDO Mobile, Renewal by Anderson, Cisco

- Direct digital communications and relationship programs for clients ranging from global household brands to local nonprofits
- Effectively mentor and manage agency, in-house, and freelance creative teams
- As two-year senior creative for Rally Health, developed and wrote videos, site content, email, and corporate collateral aimed at providers, HR professionals, and employees
- As three-year senior writer for SunPower, produced business solutions content, such as videos, articles, and interviews for the SunPower Business Feed
- As two-year senior creative at Eleven dedicated to AAA account, conceived and wrote radio and print ads, newsletters, and direct mail
- For seven years, developed and wrote all outbound marketing materials for Cisco's TechWiseTV workshops, including email, registration pages, and social content

Senior Creative, Retail Engagement and Marketing (Contract)

Apple | Cupertino, CA | May 2017 – September 2023

- Developed articles, feature stories, profiles, interviews, product-release need-to-knows, and videos for company's internal communications platform—viewed by the thousands of managers and team members at Apple stores and contact centers worldwide
- Collaborated closely with business partners companywide to produce weekly messaging to empower store leaders to inform, inspire, and motivate their teams

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Education

Bachelor of Arts, English Literature

Transylvania University, Lexington, KY

- Semester abroad (domestic) at University of California, Berkeley

Awards

Gold Summit Award

Creative excellence for Autodesk's AutoCAD 2011 web experience
Summit International Awards, 2012

Gold ADDY

Creative excellence for *MsDewey.com*
American Advertising Federation, 2006

Endorsements

"Brook digs into the material with sharp intuition to understand the audience mindset, desired outcomes, and the nuances of communicating at a moment in time."—Samantha Paylim, Apple

"He is a masterful, strategic writer with an uncanny ability to navigate complex, ambiguous projects."—Ashley Talanian, Apple

"Brook delivers the highest quality work with little direction and zero hand holding. Point him in the right direction, and relax."—Rob Lewczyk, Google

Experience continued

Senior Creative, Seller Communications (Contract)

eBay | San Jose, CA | November 2012 – April 2017

- Wrote and guided production of how-to videos, blog posts, monthly email digests, marketplace-wide policy updates, and social content
- Researched, wrote, and produced popular seller videos and "Sellers Unplugged" features

Creative Director

Questus | San Francisco, CA | April 2007 – November 2009

Clients: Suzuki Motorcycles, Capital One, Autodesk, Salesforce, CVS/Pharmacy

- Reinvigorated the Suzuki Motorcycles brand across all marketing channels; re-launched SuzukiCycles.com; directed all digital, TV, and radio content; guided launch of award-winning BusaBeats website
- Led Capital One National Direct Banking creative campaign, including banners, email, and website; drove more than \$1 billion in new deposits
- Envisioned, developed, and launched web experience for Autodesk's AutoCAD 2011 software release; won international Gold Summit Award

Creative Director

McCann Worldgroup | San Francisco, CA | July 1995 – October 2006

Clients: Microsoft, Nestlé, Wells Fargo, Charles Schwab

- Designed, developed, and implemented award-winning marketing and advertising campaigns for multiple global brands
- Created *MsDewey.com*, an interactive, video-driven search experience for Windows Live Search; generated more than 25 million hits, 50 news articles, rampant buzz across the web, a Gold ADDY, and its own Wikipedia entry
- Led all Microsoft Mid-Market, Office, and Business Solutions CRM work; collaborated with client and agency partners worldwide to deliver everything from 25K web banners to multi-level, multi-touch direct mail programs
- Directed six global campaigns for Microsoft's "People-Ready" advertising effort, ensuring adoption and consistency from subsidiaries around the world

Portfolio

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