

# zwilly



## Info

### Steve (Zwilly) Zwilling

Creative Director

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## Social

facebook.com/zwillysz

linkedin.com/in/zwilly

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## Summary

**Ad-agency-trained** creative and strategic leader, ready to get-to-work directing a team, or flying solo, with extensive content marketing, integrated, and digital campaign development experience. Precision-obsessed lead designer, utilizing clean, unfettered, impeccable layouts, perfect typography, and a strong strategic hook.

**Master-level art director** producing the full spectrum of deliverables including: digital, content marketing, video, print, outdoor, experiential and traditional advertising. High levels of proficiency and experience in ideation, creative development, and project management software (Workfront, Wrike, Asana, Teamworks).

**Has worked everywhere** from H&L Partners, FCB, Grey, JWT, BBDO, and DMB, to Intuit, Oracle, Apple, HP, and Cisco, to Baskin Robbins, Sunsweet, Pillsbury, Sutter Home, and EJ Gallo, to UCSF, Stanford University Hospital, and Sutter Health, to Visa, Wells Fargo, Provident Credit Union, and Union Bank.

## Deliverables

- **Content marketing** (white papers, infographics, playbooks, QRGs, interactive PDFs, case studies)
- **Social Media** campaign creation: static and animated (all channels and sizes)
- **Integrated campaigns** development and production
- **Video** concepting and creation: scripting, storyboarding and overseeing of production
- **Branding** research, ideation and creation
- **UX Product Design** research, prototyping, testing and design (certification from General Assembly)

## Software

- Adobe Acrobat
- Adobe After Effects
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Hubspot
- Mailchimp
- Microsoft Powerpoint
- Microsoft Word
- proto-io
- Sketch
- WIX
- WordPress

## Experience

# 1

### Creative Director

H&L Partners

Oakland, CA

July 2021 - Present

**Contract position:** Creating and developing digital campaigns, OOH, advertising, and videos for a fast-paced, high-energy advertising agency. Supervise and review work of creative teams on McDonald's. Accounts worked on: AAA, VSP, McDonald's and Toyota.

# 2

### Creative Director

IMP-SF

San Francisco, CA

March 2022 - Present

**Contract position:** Lead designer working on Discover Global Network, creating and producing B2B and B2C content for all types of digital media: articles, playbooks, pitchdecks, QRGs, sell sheets, and social media campaigns.

# 3

### Creative Lead

Wells Fargo

San Francisco, CA

July 2020 - December 2021

**Contract position:** Worked on day-to-day creative needs for the Brand Group within Wells Fargo, producing integrated campaigns in every media; from digital, to direct mail, to email marketing, to experiential, to print.

# 4

### Creative Lead

Visa

Foster City, CA

January 2019 - June 2020

**Contract position:** Provided creative for Corporate Marketing; print, social media, events and infographics. Also art directed, storyboarded, and scripted videos, working with outside vendors on production. Instrumental in creating a VR (Virtual Reality) experience for Visa.

# 5

### Creative Director

Union Bank

San Francisco, CA

2013 - October 2016

Launched, staffed, and managed a 20-person in-house "start-up" advertising agency at Union Bank/MUFG. Conceived and directed branding and creative for both Union Bank and its parent company, MUFG.