

# BRIAN RIEMER

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## WORK

*The Mars Agency* / VP, Creative Director / April 2021 – May 2023

Creative lead on the M&M'S account and the confections seasonal work for Mars Wrigley. Launched dozens of experiential activations, retail initiatives, and branded content such as:

- M&M'S Sweet Tour (retail/music festival activation with over 60 stops nationwide)
  - M&M'S Sweet Suite (exclusive concert series featuring nine up-and-coming musical artists)
  - M&M'S Music Lounge (music festival activation and mobile AR experience)
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*Xfinity Creative* / Creative Director / May 2020 – April 2021

Worked on all things Xfinity. Integrated Marketing Campaigns & Sales Events. TV, Digital, Social, & Radio.

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*UM Worldwide* / VP, Group Creative Director (Addressable & Branded Content) / March 2018 – April 2020

Managed all of the addressable and branded content produced across all four U.S. offices:

New York, Los Angeles, San Francisco, and Detroit

*Client Roster:* BMW/Mini, J&J, SharkNinja, ExxonMobil, USPS, Hershey's, Epic Games, and CVS.

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*Saatchi & Saatchi* / VP, Senior Creative Director / January 2012 – March 2018

Managed a team of 18 employees and all the creative work (TV, Digital, Radio, POS, OOH, eCRM) that was produced for the Toyota Dealer Association (TDA) account, spanning 22 states with over 420 dealers.

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*Creative Director – Consultant* / December 2010 – January 2012

Senior creative team member on the Colgate/Palmolive global account at VML.

Worked at Deutsch (PNC, DIRECTV), BBH (Ally Bank), McGarryBowen (JP Morgan Chase)

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*G2 Interactive* / VP, Creative Director / December 2007 – December 2010

Developed creative vision and managed team development for the M&M'S, Campbell's, and GlaxoSmithKline (Panadol and Breathe Right) brands. Nurtured creative talent that influences cross-channel marketing initiatives for everything from new product launches to promotions.

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*Deutsch* / Associate Creative Director / December 2006 – December 2007

Creative lead on all interactive marketing programs for Tylenol.

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*Atmosphere BBDO* / Senior Copywriter / May 2005 – December 2006

Senior creative leading the Dial, E\*TRADE and AOL teams.

Developed interactive marketing programs for clients such as: Target, Cingular, HBO and Emirates.

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*DraftDigital* / Senior Copywriter / July 2000 – May 2005

Senior creative leading the Jose Cuervo, Verizon Wireless and AARP/UHG teams.

Created integrated interactive marketing programs for Audi, Unilever and Verizon.

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## ADDITIONAL WRITING EXPERIENCE

Staff Writer for the television program, *Strangers with Candy*

Co-wrote short film, *Jimmy Walks Away*, Official Selection 1997 Sundance Film Festival