

# BRIAN RIEMER

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## WORK

*Creative Director – Consultant / May 2023– Present*

Currently working with various non-profit organizations to develop more effective marketing initiatives.

*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)

*Xfinity Creative / Creative Director / May 2020 – April 2021*

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

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

Managed all the addressable and branded content produced in N.Y., L.A., San Francisco, and Detroit

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

*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) produced for the Toyota Dealer Association (TDA) account, which spans 22 states with over 420 dealers.

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

VML (Colgate/Palmolive), Deutsch (PNC, DIRECTV), BBH (Ally Bank), McGarryBowen (JP Morgan Chase)

*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.

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

Creative lead on all interactive marketing programs for Tylenol.

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

Senior creative leading the Dial, E\*TRADE, and AOL teams. Other clients: Target, HBO, and Emirates.

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

Senior creative leading the Jose Cuervo, Verizon, and AARP/UHG teams. Other clients: Audi and Unilever.

## CERTIFICATIONS

Applied Generative AI for Digital Transformation / MIT Professional Education / 2024

## ADDITIONAL WRITING EXPERIENCE

Staff Writer for the television program *Strangers with Candy*

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