

DYLAN THOMAS

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EXPERIENCE

Digital & Strategy Director, Rassak Experience

2006-Present

San Francisco/Denver — *Innovation, strategy, creative & production across 9 timezones.*

- Developed strategy and produced the “Software Truth” and “Ray Hopewood for President” viral campaigns for BigFix generating 1600% brand growth, \$6 million in direct revenue (15x ROI), worldwide media exposure, and a cult following among IT operators/managers.
- Collaborated with Ricoh Innovations to produce new platforms and product-line extensions to re-imagine the role of paper in an increasingly digital society.
- Researched, wrote, and directed brand videos for Nokia’s S&S New Businesses Division.
- Led total rebrand of BigFix including background research and client workshops. Creative directed and managed the collateral redesign and the website redesign and production.
- Created most recalled brand presence at the RSA Conference in 2007, and again in 2008 (without a booth or official presence).

Principal, Boxcar Design

2006-2008

San Francisco — *Branding, web design & photography.*

- Wrote and produced instructional videos, provided design services, and performed website usability testing for a white-label social network targeted at gyms and personal trainers.
- Created the Mister Mojito brand, including website, product photography, and collateral.

Cultural Strategy Intern, Dial House

Summer 2007

San Francisco — *Research & strategy.*

- Developed background research and brand strategy for TNCC/Cadbury, making candy okay again for the “Perfectly Good Parent” to give their kids.
- Performed secondary research and analysis on the varying motivations of a new generation of parents, creating different archetypes, to inform several projects.
- Examined the situation of the Sacramento Kings and suggested programs to increase the community’s support and perceived ownership of the team.

EDUCATION

Miami Ad School

2006-2008

San Francisco/Minneapolis/London — *Diploma, Advertising/Art Direction*

Internships: Saatchi & Saatchi London, JWT London, Dial House, Rassak Experience.

Academy of Art University, Graduate School of Advertising

2005-2006

San Francisco

University of California, Los Angeles

2000-2004

Los Angeles — *Bachelor of Arts, Political Science*

Internships: U.S. Congressional Human Rights Caucus, Daily Bruin - Photojournalism.

Activities: UCLA Crew Team, Zeta Psi Fraternity president, DCCC Special Election Campaign.

AWARDS

2009 National Gold Addy, 2008 Minneapolis Gold Addy, 2007 BMA Pro-Comm Global Campaign of the Year, Miami Ad School Advertising Gold, Miami Ad School Design Silver, 2003 Zeta Psi International Outstanding Undergraduate.

ACTIVITIES & AFFILIATIONS

Co-Coordinator, Planningness Conference (2009-Present)

Vice President & Board Member, ZeteKids Children’s Charity (2007-Present)

Lee Capizoli Leadership Training Institute - Instructor and Facilitator

SKILLS

Software

Microsoft Office, Adobe Creative Suite, Final Cut Studio, iWork, iLife, Basecamp.

Creative

Studio Photography, Video editing, RAW image processing.

Technical

html, css, php, javascript, sql, wordpress, drupal, apache.

Languages

English (*native*), French & Spanish (*basic*).