

Chuck Pagano

Creative Director / Writer

chuckpagano@gmail.com | 914-819-8311 | www.chuckpagano.com

I'm a creative director who loves the craft of writing. From scripts to taglines to descriptions about myself on resumes.

Experience

Chuck's Copy & Creative Ltd. *Founder & Creative Director | New York, NY | 2023–Present*

- Creating shareable and scalable content for local, national, and global brands across both emerging and legacy platforms
- From short films to :30 second spots to :06 bumpers; from experiential and editorial to podcasts and tweets; from paid media to earned media

Montclair State University *Adjunct Professor | Montclair, NJ | 2023–Present*

- Teaching two courses at the university's renowned School of Communication and Media: *Brand Storytelling* and *Copywriting Across Media*
- Led a comprehensive overhaul of both courses that encompassed a new curriculum, syllabus, and overall approach—revitalizing student interest and resulting in enhanced learning outcomes

Weber Shandwick *Executive Creative Director | New York, NY | 2018–2023*

- Led all creative work for Anheuser-Busch and Mondelez; Co-led all creative work for Haleon (formerly GSK Consumer Healthcare)
- Helped lead Anheuser-Busch turnaround that resulted in record-setting brand awareness and double-digit growth for core brands like Michelob ULTRA, Stella Artois, and Bud
- Provided integral support to the marketing initiative that helped Mondelez reach its goal of adding \$1 billion in Oreo sales by 2023
- Built and oversaw a phenomenal creative group that won dozens of awards, including Cannes, the One Show, D&AD, and the Effies
- Member of Anheuser-Busch InBev's Creativity Lab, a global creative advisory group

TBWA\Chiat\Day *Freelance Creative Director | New York, NY | 2016–2018*

- Helped reposition Accenture from conventional consultant to the industry's premier digital, cloud, and security firm—and jump to #31 on Interbrand's ranking of the Top 100 Global Brands
- Helped Accenture's clients presciently shift the AI conversation from the fringe to the mainstream—paving the way for today's brands to follow suit

JWT *Executive Creative Director | New York, NY | 2015–2016*

- Helped build Team Life JWT, a boutique agency that was one of WPP's first integrated specialty shops, blending expertise in digital, CRM, and traditional consumer creative
- Pushed to name the shop Wally, the nimble offshoot of old-school J. Walter Thompson...but was overruled by J. Walter's nimble-averse attorneys
- That nimbleness and start-up nature led Team Life JWT to become one of WPP's most consistent, reliable, and efficient profit centers
- Led all creative work for Bayer, as well as specialty brands like Jefferson's Bourbon
- Hired, built, and managed an entire creative department from scratch

mcgarrybowen *Group Creative Director | New York, NY | 2012–2015*

- Led all creative work for Chase, the nation's largest bank, comprising a dozen sub-brands
- Helped lead rebranding that resulted in Chase becoming the first bank to be simultaneously ranked #1 on *Forbes*, *Money Magazine*'s, and *US News & World Report*'s lists of Best Banks in America
- Helped launch the Chase Sapphire card, widely considered the card that reinvented and reinvigorated the premium credit card market—and precursor to the “world's first viral credit card”

JWT *Creative Director | New York, NY | 2008–2012*

- Created breakthrough work for Smirnoff that helped them win *Adweek*'s Brand Genius Award
- Launched Live@Macy's, a digital streaming platform featuring Beyonce and Taylor Swift that rocketed Macy's into pop culture—and back to the top of *USA Today*'s World's Most Iconic Department Store list, ahead of Harrods, Bloomingdale's, Selfridges, and Saks Fifth Avenue
- Helped create *Macy's Million Dollar Makeover*, a reality TV show that drew record ratings on TLC

Plus: Saatchi & Saatchi • DDB • McCann • Hill Holliday • Arnold Worldwide

Honors

Cannes	Art Directors Club	Archive
D&AD	Communication Arts	AICP
The One Show	Shorty Awards	Adweek Best Annual Spots
Clio	Effies	AB InBev Creative X Awards
Sabre Awards	Radio Mercury Awards	Hatch Awards
London International Awards	Reggie Awards	Graphis

Education

Boston College *Bachelor of Arts | Chestnut Hill, MA*