

# GRANT KNAPP

## EXPERIENCE

### GRIZZLY • VP, Executive Creative Director

6/2022 - 6/2023

- Led agency creative team, helping drive both creative excellence and client success
- Built a robust talent pipeline, doubling the staff count and creating a go-to roster of freelancers and vendors
- Created best in class process and tools, emphasizing speed and stakeholder buy-in
- Grew the agency with new business wins and incremental growth with existing client roster

**CLIENTS:** Google | Zscaler | Samsara | Holualoa Companies | Biocom | Qualcomm | Dazz | FICO

### Independent Marketing Consultant

11/2021 - 5/2022

- Developed long term brand & media strategies, defined market positioning, created go-to market plans
- Created custom tailored discrete design projects and large scale omni-channel campaigns

**CLIENTS:** San Diego-Tijuana World Design Capital | University of California, San Diego | Mister Carwash

### QDOBA MEXICAN EATS • Director, Creative Strategy

11/2016 - 12/2020

- Led all brand messaging & creative, increasing sales by 10% over two years
- Partnered with C-suite to transform the Qdoba corporate structure, building a new team and processes, shifting business strategy and transitioning from a publicly traded to a privately-owned organization
- Repositioned the brand with a differentiated strategic focus and pop-culture oriented comms strategy
- Created an “always on” PR strategy that focused on weekly coverage, shifting market sentiment, increasing earned media impressions by 122% YOY and social engagement by 90% YOY
- Created first of its kind digital platform, giving over 750 restaurants the ability to create their own regional marketing materials, ensuring brand consistency and creative best practices
- Conducted the search for new creative and PR agencies, and supported media agency search
- Managed a team of seven and all external creative, PR and comms agencies ensuring marketing consistency
- Collaborated on “restaurant of the future” prototype, focusing on innovation and future revenue streams

### DDB WORLDWIDE • Creative Director

7/2013 - 1/2016

- Led all creative for a portfolio of Hasbro’s largest gaming brands & properties - advertising, retail, digital, promotions and content - driving the brand’s 8% growth in YOY profitability
- Created Hasbro Gaming masterbrand’s first multi-year, integrated global brand campaign
- Managed three creative teams, collaborating with other senior leads to craft briefs and allocate resources
- Led inter-agency strategic planning process, shaping advertising, PR and channel strategies
- Contributed to new business wins for Bazooka Candy, Carnival Cruise Lines

**CLIENTS:** Hasbro: Games, Play-Doh, Nerf, Star Wars, Transformers | Topps | Bazooka Candy

### SWELLSHARK • Creative Director

1/2011 - 11/2014

- Led creative direction on all projects inclusive of social, digital and original content
- Oversaw a docu-series, digital experience & influencer campaign to drive retail sales for Hudson Whiskey
- Led multi-agency brand repositioning effort for Solerno Liqueur, building a new global lifestyle brand
- Supported the US relaunch of Uniqlo through the creation of the brand’s first global social presence

**CLIENTS:** Uniqlo | Applegate | William Grant & Sons: Hudson Whiskey, Solerno Liqueur, Montelobos Mezcal

### MCCANN NEW YORK • Freelance Creative Director

4/2013 - 7/2013

- Developed national digital, print, and OOH campaign for a newly rebranded American Airlines
- Pitched and won agency of record duties for Wall Street Journal

**CLIENTS:** American Airlines | Wall Street Journal

### WALTON ISAACSON • Associate Creative Director

7/2011 - 4/2013

- Led a team of twelve, managing general market, Hispanic and African American targeted creative for Unilever’s personal care brands
- Created an integrated partnership with Axe, Seth McFarlane and Universal Pictures for the premiere of *Ted*, inclusive of product placement, advertising and PR
- Pitched and won new business from Pepsi, Lexus, Los Angeles Dodgers and Samsung
- Built agency’s first production studio to create national print and in-store campaigns for Samsung
- Grew agency profile with industry awards and recognition as an Ad Age Small Agency of the Year

**CLIENTS:** Samsung | Unilever: Axe, Degree, Dove, Clear | Tequila Avión | Success Charter Schools

### UPSILON VENTURES • Associate Creative Director

7/2008 - 7/2011

- Oversaw creative development on experiential-first integrated campaigns, managing a team of six
- Led creation of Citi Pond at Bryant Park, one of Citigroup’s most successful experiential campaigns with 3.5MM+ visitors, receiving accolades from Mayor Michael Bloomberg and the City of New York
- Co-produced live television specials with ABC, CBS and QVC

**CLIENTS:** Citibank | Microsoft | Southwest Airlines | Kate Spade | History Channel | Sega

## EDUCATION

**PRATT INSTITUTE • M.S. Communications Design • 2007**

**UCLA • B.A. Design | Media Arts • 2004**