

SETH DECROCE

www.sethdecroce.com

BRAND INNOVATOR | CONTENT STRATEGIST | COPYWRITER

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RECENT ENGAGEMENTS (Freelance)

The Howard Hughes Corporation | 2017-Present

Copy & Content Director

Leading branded story development and content strategy for HHC's global suite of award-winning master planned communities.

Ogilvy Healthworld | 2018-Present

Director of Verbal Identity & Naming

Developing the naming system and consumer messaging for a premium wellness product in the China/Asia/Pacific market.

Association of Junior Leagues International 2015-Present

Brand Strategy & Content Director

Leading content strategy, ideation, brand standards development, and cross-platform storytelling for the AJLI global marketing initiative.

Euroloan/Mash | 2016-2017

Creative, Copy & Naming Lead

Led name development for Euroloan's new fintech product, Mash, a point-of-purchase microloan. Served as US-facing Creative Director, Content Strategist and Copywriter, translating the Mash story to an American investor audience.

Landor | 2015-2017

Director of Verbal Identity & Naming

Led brand voice and messaging development for Janssen Pharmaceuticals and Leviton. Led name development for Bayer and Siemens.

Mother New York | 2017-2018

Director of Verbal Identity & Naming

Led name and verbal identity rebrand for a global hospitality network.

TIME Inc. | 2017

Brand Innovation Consultant

Positioned TIME Magazine as the most trusted general interest news source in the world. Brought the TIME Magazine brand story to life through a sales initiative that maximized multiple revenue streams.

Edelman | 2014-2015

Associate Creative Director & Content Strategist

Developed the all-agency marketing narrative for Samsung Electronics, carrying the brand message across all channels and campaigns. Developed POP standards and messaging for Samsung's top retailers.

MRM/McCann | 2014

Copywriter & Content Strategist

Led digital campaign development for Verizon FiOS. Developed the master brand campaign for the United States Postal Service and its suite of small business tools.

EXPERTISE

Brand Strategy & Innovation
Content Strategy
Copywriting
Naming & Verbal Identity
360 Campaign Development
Cross-Platform Storytelling
User Experience

CLIENTS

Adobe Systems
American Express
Association of Junior Leagues Intl.
British Airways
Cervezas Mexicanas
Cisco Systems
Citibank
Diageo
DreamWorks
DuPont
Four Seasons Hotels & Resorts
Groupe L'Oréal
Hampton Inn
Hasbro
Hertz
Hilton Hotels
Holiday Inn Express
The Howard Hughes Corporation
HP Enterprise
HSBC
Hyatt Hotels
JCPenney
Johnson & Johnson
Knorr Foods
L.L. Bean
Lowe's
Mars
Mash/Euroloan
MasterCard
Michelin
Microsoft
Motorola
Nestlé Health Science
The New York Times
Nikon
Nolet Spirits USA
Novartis
PAPER Magazine
Pfizer
Roche Pharmaceuticals
Royal Canin
Samsung
SAP AG
Siemens
The State of New York
Sugoi
TIME Inc.
Unilever
The United States Postal Service
Verizon FiOS
Wendy's

AWARDS

"Diversity & Inclusion Campaign"
The Association of Junior Leagues
– 2018 American Inhouse Design Award

"Best Architectural Design of an Attached Community & Best Brochure"
The Howard Hughes Corporation
– 2018 National Assoc. of Homebuilders, Silver

"Rebranding/Repositioning"
The Association of Junior Leagues
– 2017 PR News Platinum Award Finalist

"Annual Report"
The Association of Junior Leagues
– 2017 PR News Platinum Award Finalist

"Best Use of Vine"
Samsung Mobile US | Edelman
– 2015 SABRE Award Winner

"Small Business Saturday"
American Express | Digitas
– 2013 Cannes Lion Award Winner
– 2013 IAB MIXX Award Winner
– 2013 Effie Award Winner
– 2013 Clio Award Nominee
– 2013 O'Toole Award Finalist

"Big Break for Small Business"
American Express | Digitas
– 2013 Stevie Award Winner

INDUSTRIES

Automotive
Beauty
Consumer Goods
Fashion
Financial / FinTech
Food & Beverage
Health & Wellness
Hospitality & Travel
Luxury Goods
Media & Entertainment
Technology / AI
Transportation
Youth

AGENCIES

360i
Digitas
Edelman
FCB
Interbrand / InterbrandHealth
JWT
Landor
Mother New York
MRM/McCann
TBWA\Chiat\Day