

SETH DECROCE

www.sethdecroce.com

BRAND INNOVATOR | CONTENT STRATEGIST | COPYWRITER

917 533 1747 mail@sethdecroce.com www.linkedin.com/in/sethdecroce

RECENT ENGAGEMENTS (Freelance)

Mother New York | 2017-Present

Director of Naming & Verbal Identity

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

TIME Inc. | 2017-Present

Brand Innovation Consultant

Positioning TIME Magazine as the most trusted general interest news source in the world.

Bringing the TIME Magazine brand story to life through a sales program that maximizes cross-platform revenue streams.

Laird + Partners | 2016-Present

Integrated Brand Strategy Lead

Creating a cross-platform brand story for Four Seasons Hotels, integrating print, digital, social, outdoor and experiential opportunities. Developing partnership initiatives and pop-up strategies between Four Seasons and other luxury travel, fashion and lifestyle brands.

PAPER Magazine | 2016-Present

Contributing Writer & Ideation Consultant

Led tech-centered content development in partnership with HP Enterprise.

Landor | 2015-Present

Director of Verbal Identity

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

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.

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.

InterbrandHealth | 2013-2014

Director of Identity

Led a global creative team in all aspects of brand development – including brand story, innovation, positioning, communication platform development, naming, and corporate identity. Clients included Nestlé Health Science, Quest Diagnostics, Royal Canin and Pfizer.

EXPERTISE

Brand Strategy & Innovation
Naming & Verbal Identity
Content Strategy
360 Campaign Development
Cross-Platform Storytelling
Copywriting
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
HP Enterprise
HSBC
Hyatt Hotels
JCPenney
Johnson & Johnson
Knorr Foods
L.L. Bean
Lowe's
Mars
MasterCard
Michelin
Microsoft
Motorola
Nestlé Health Science
The New York Times
Nikon
Nolet Spirits USA
Novartis
PAPER Magazine
Pfizer
Roche Pharmaceuticals
Royal Canin
Samsung
sanofi-aventis
SAP AG
Siemens
The State of New York
Sugoi
TIME Inc.
Unilever
The United States Postal Service
Verizon FiOS
Wendy's

AWARDS

"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

"Best Branded Website"
MULTAQ.com | *sanofi-aventis* |
Saatchi & Saatchi Wellness
– 2010 DTC Advertising Award Winner

INDUSTRIES

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

AGENCIES

360i
Campfire
Deep Focus
Digitas
Edelman
FCB
FutureBrand
Interbrand / InterbrandHealth
JWT
Laird + Partners
Landor
Mekanism
Mother New York
MRM/McCann
MullenLowe Profero
Narrative_
OgilvyOne
Publicis
Saatchi & Saatchi
TBWA\Chiat\Day