

SETH DECROCE

BRAND INNOVATOR | CONTENT STRATEGIST | COPYWRITER

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RECENT ENGAGEMENTS (Freelance)

Google Brand Studio | 2020–Present

Senior Content Strategist & UX Lead

Leading content strategy, story development and stakeholder engagement for Google's diversity, equity and inclusion efforts.

iShares/BlackRock | 2019–2020

Content Strategist & Copy Director

Led the new iShares brand, UX, and digital experience rollout. Oversaw implementation of the iShares brand voice across all digital channels.

Ogilvy Health & Wellness | 2018–Present

Director of Verbal Identity & Naming

Led content strategy and messaging development for Nestlé's parent advocacy initiative (The Parenting Index). Developed naming system and consumer messaging for a premium wellness product in the China/Asia/Pacific market.

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.

Association of Junior Leagues International

2015–2019

Brand Strategy & Content Director

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

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.

EXPERTISE

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

CLIENTS

Adobe Systems
American Express
BlackRock
British Airways
Cervezas Mexicanas
Cisco Systems
Citibank
Diageo
DreamWorks
DuPont
Four Seasons Hotels & Resorts
Groupe L'Oréal
Hampton Inn
Hasbro
Hilton Hotels
Holiday Inn Express
The Howard Hughes Corporation
HP Enterprise
HSBC
Hyatt Hotels
iShares
JCPenney
Johnson & Johnson
Knorr Foods
L.L. Bean
Lowe's
Mars
Mash/Euroloan
MasterCard
Michelin
Microsoft
Motorola
Nestlé
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
Verizon FiOS
Wendy's

AWARDS

"Marriott Bonvoy"
Mother New York
– 2019 Freddie Award, Hotel Program of the Year, the Americas
– 2019 Freddie Award, Best Hotel Promotion, the Americas
– 2019 Freddie Award, Best Elite Hotel Program, Europe and Africa
– 2019 HSMIA Gold Adrian Award, Marriott Bonvoy Global Launch

"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