



VIDA CORNELIOUS

CHIEF CREATIVE OFFICER | BRAND MARKETING CREATIVE | WRITER
VIDASAYS@GMAIL.COM

SUMMARY.

Named one of Advertising Age's "Women to Watch," Top Multicultural Advertising Executives, and award-winning creative leader, Vida Cornelious' professional expertise spans advertising development and brand creative strategy to Op-Ed writer, award show juror, and industry panelist. As a 25+ year industry leader, she has held creative roles within agency, brand and media companies. A proven, results-oriented, executive, she has secured new business wins resulting in over \$30M in collective revenue generated for blue chip advertisers.

EXPERTISE.

Brand and Product Innovation. Creative Ideation and Strategy. Content Creation. Brand-Building Storytelling. Development and Deployment of Experiential, Digital and Social Programs. Influencer Strategy. Department Management. Organizational Management. Team restructuring. Mentoring and Team Development.

ROLES and LEADERSHIP.

July 2019 –

CHIEF CREATIVE OFFICER

Fake Love @ The New York Times | New York

HelloSociety @ The New York Times | Los Angeles

- Executive-level leader responsible for agency creative mission, vision and rebranding efforts.
- Instrumental decision maker and thought leader of the agency "go to market" strategy.
- Key member of the Executive leadership, spearheading the merger of Hello Society social storytelling capabilities into Fake Love experience capabilities.
- Direct oversight with other ELT members of the agency pipeline and quarterly growth projections.
- Direct liaison to the NYTmes Advertising department and TBrand Studio leadership to deliver "Timesan" integrated media solutions.
- Successful delivery of over 90 client RFP submissions DTC and with NYT teams, resulting in new business wins and ongoing brand relationships.
- Instrumental in successful integrated national launch of Charlotte's Web, CBD, generating over 2M in social engagement and 20% lift in brand site traffic. Employed celebrity influencers for the initiative and original art from Shepard Fairey's Studio One.
- Maintains oversight of all creative staff, and oversees departmental budgets of \$1M.
- Provides daily management of the team workflow and delivery of all creative RFPs.
- Overall creative champion, leading the creative team and overall agency to deliver stellar experiential and integrated social storytelling programs for brand partners.
- Participates in crafting creative solutions as an experienced writer and designer.
- Responsible for team restructure, skill set assessments, and providing recommendations to executive leadership.
- Develops new, and furthers existing client relationships at the executive-level.
- Presents to clients and internal as well as external stakeholders within the Times organization.
- Instrumental in new business prospecting and planning with the New Business Director.

MAY 2017 – JUNE 2019

GROUP CREATIVE DIRECTOR

Yellow Shoes @ The Walt Disney Company | Glendale, CA

- Worked as a cross-departmental creative lead and collaborator, partnering with the Disney International Parks and Resorts Strategy team, Walt Disney Imagineering, Lucas Films, Marvel Studios and brand affiliates to develop total market, cross-platform, marketing campaigns.
- Oversaw, prepared and participated in delivering internal and external presentations of creative material to key executive stakeholders.
- Managed team and delivery of over 200 assets for the \$1Bil launch of Star Wars Galaxy's Edge theme park, and assets to support the 2018 Pixar Pier revitalization.
- Developed, ideated and oversaw new brand campaign positioning and creative marketing for Aulani Resort and Spa, generating over 200k social likes and new followers for the brand.
- Developed, ideated and oversaw social campaigns for Disneyland, Adventures by Disney and Aulani Resort and Spa, generating over 3M+ collective views and new followers.
- Spearheaded the creative team in collaboration with Marvel Inc, in the creation of Avengers Campus ore-marketing and naming ideation.
- Created the "Belong" and "Brave" initiatives in support of the WDC D&I team; inclusive of event management, panel creation, marketing creative, strategy, execution and social/digital implementation.
- Supported the VP, Creative in executing large scale initiatives, team management, and departmental goals.
- Responsible for overall daily management of Glendale-based creative team, all levels of talent from Jr. to Sr. staffers.
- Oversaw daily management of team workflow, keeping the VP, Global Creative abreast of all departmental needs and growth strategies.
- Assessed team members, setting professional goals and career milestones.
- Overall acted as a leader, mentor, and ideation catalyst; fostering a collaborative culture.
- Provided all creative feedback as an experienced writer and designer with over 20 years of experience.
- Managed timelines and budgets to assure all creative delivered on schedule as determined.

FEB 2015 – DEC 2016

EVP, CHIEF CREATIVE OFFICER

Walton Isaacson Advertising | New York, Los Angeles, Chicago

New and Organic Business Wins: Lexus auto Corp., Wells Fargo Bank, McDonald's Corp, Spalding Inc, Miller Coors Brewing, Intel, Macy's, HBO, Glenlivet, Sony, The Walt Disney Company, Constellation Wines, Bristol-Myers Squibb, Allstate insurance Co, Glenlivet, Constellation Wines (collective revenue gain \$4.4M)

- Executive-level management role with an emphasis on restructuring and rebranding the agency's creative offerings.
- Leadership responsibilities spanned 3 U.S. offices with complete oversight of the creative and production departments, 30 staffers and \$1.8M staffing budget.
- Responsible for elevating the agency digital/social IQ.
- Overall act as a leader, mentor, and ideation catalyst; fostering a collaborative culture across departments and functions.
- Re-ignited the new business pipeline, resulting in increased agency billings by 23%.
- Collaborated on RFP development, scoping and contract negotiation process.

- Restructured the agency's pitch practices and internal project management process.
- Prepared and delivered internal, as well as client presentations.
- Oversaw production of all creative deliverables.

Agency Awards: Ad Age Ad of the Year (LGBT), AdColor Ad of the Year, Cannes ShortList

SEPT 2009 – FEB 2015

EVP, CHIEF CREATIVE OFFICER

GlobalHue Advertising | New York, Detroit

New and Organic Business Wins: FCA, Inc (Jeep and Chrysler Brands), Walmart, United Airlines, NBA, US Bank, HBO, The Coca-Cola Company, Susan G. Komen Breast Cancer Foundation, Duralas and AutoZone (collective revenue gain \$7.2M)

- Won the agency role of domestic Jeep Brand AOR, that successfully expanded and revitalized the iconic American brand using a cross cultural strategic approach. Brand was named "The Most Awarded SUV" and continues to outperform its competitors domestically and internationally. Results for the brand: Sales growth is 250% since GlobalHue AOR acquisition in 2009 exceeding sales projections by \$30M, vehicles sold is +850K units worldwide, social media presence up to +4.1M fans in various channels.
- Provided creative leadership spearheading the creation of the highly regarded and successful, Jeep/USO partnership. Developed the 2013 Super Bowl commercial "Whole Again" as the creative lead and writer, garnered the #5 rated overall commercial by USATODAY AdMeter poll with 13.1M YouTube views.
- Led the creative for the Chrysler Group delivering the 2014 Super Bowl commercial, "America's Import." Spot was shortlisted at Cannes and named the most watched auto category Super Bowl commercial in social media with 27M views. It was listed as #8 on the USATODAY AdMeter poll.
- As agency partner creative lead for HBO, led all relevant communication to the African-American and Hispanic Millennial audiences with the goal of increased viewership. Garnered critical acclaim and award recognition for the "Catch the Throne" social media music campaign announcing the Season 3 launch of HBO's Game of Thrones. The creative delivered over 340M social media impressions and 4M downloads of the Game of Thrones Mixtape series.

Agency Awards: Ad Age Ad Multicultural Agency of the Year (2009) Black Enterprise Agency of the Year (2010), AdColor Ad of the Year (2011), Cannes Shortlist (2014, 2015)

MAR 1999 – SEPT 2009

VP, CREATIVE DIRECTOR

DDB | Chicago, London

New and Organic Business Wins: McDonald's Corp, Anheuser-Busch, Bud Light Lime Brand, Dell Computer Corp, Kraft Foods, JCPenny, Illinois Lottery, State Farm Insurance, Qwest Communications, Anheuser-Busch, Bud Light Lime, Illinois Lottery, Dell Computer Corp (EMEA, US), (collective revenue generated \$11M)

- Led the exceptional new business and creative launch of Anheuser-Busch's Bud Light Lime brand creating organic account growth of \$11MM and named the #2 best new product launch of 2008 by The Wall Street Journal. Cited by Rolling Stone Magazine for the use of innovative music and new artist, Santigold.

- Created notable and the brand's most successful, business-driving new product launches for Fruit & Walnut Salad (2005), Angus Burger (2008), McCafe (2008), Oven Selects (2009).
- Drove innovation for new products and diverse audiences with brand corporate responsibility initiatives and ongoing promotions: Dollar Menu, Monopoly, Gospel Celebration and Essence Festival.
- Created Cannes Awarded spot for McDonald's Olympics partnership featuring Venus and Serena Williams.
- Created McDonald's World Children's Day Global creative featuring Beyonce.
- Created "pop-culture talk value" campaign "Dude You're Getting a Dell" for Dell Computer Corp., Campaign was adopted by the brand running for 8 consecutive years and launched a millennial spokesperson "Steven, the Dell Dude." Brand is named #1 technology company of 2004. Brand revenue increased by over \$25M.
- Managed a team of 15 creatives, supporting the McDonald's and New Business teams. Provided daily coaching, mentoring, performance evaluation and goal setting for each team member.
- Oversaw creative management of the team, inclusive of workflow and daily delivery.

Est. 2014 -

PRINCIPAL FREELANCE WRITER

Minerva Circle Content Collective | New York, Los Angeles

Independent creative consultancy, generating original content for television and brand-sponsored digital content. From ideation to scripting, Minerva Circle delivers insightful creative ideas to capitalize on consumer digital behaviors, while also attracting the sponsorship of advertisers. All branded content ideation strives to identify new and exciting platform opportunities to forge connections between viewers, culture and fortune500 brands. Minerva Circle represents @VidaSays – lead writer for *The Armchair Review* film blog, *Just Another Subway Ride* lifestyle blog and as a featured columnist for *MyAttaGirl.com*.

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AWARDS.

Cannes International Ad Festival (shortlists 2008, 2014, 2015)
 AdColor Ad of the Year Honoree (2013, 2014, 2015)
 Effie Awards (Bronze), London International Awards (finalist),
 AICP Award (Gold), USA Today Top 5 Super Bowl Ads (2013),
 #1 Most-Viewed Auto YouTube Ads of Super Bowl (2014)
 Chicago Creative Club (Gold), Obies (Bronze),
 D-Show (Silver, Gold), Telly Awards (Silver), Summit International Award (Silver)

PRESS.

Published Op-Ed, *ADWeek 360*, (2020) Article contributor *DigitDay*, (2020)
 Article contributor, *Adobe 99U* (2020) Creative Feature: *The Black List* (2020)
 Grand Jury, Content and Experience, NY Festivals (2020) Article contributor *WWD* (2019)
 SxSW, Marketing Panelist (2016), 3% Conference Panelist, (2016),
 New York Festivals, Judge (2015), AdAmerica, Panelist (2015)
 Huffington Post Live, Guest Speaker (2015), International Andy's Awards, Judge (2015)
 North American Effie Awards Brand Experience, Judge (2014)
 AdColor Ad of The Year, Judge (2014) AAF, National Judge (2014), AAF MAIP Program,
 Guest Lecturer (2014) AICP, National Judge Art Direction (2014), Art Directors Club, Judge (2014)
 Ad Women of NY, Panelist (2014), Advertising Executive of the Year, Target Market News (2014)

3% Conference Top Creative Women in Advertising, Panelist (2013)
Black Enterprise Top Women in Advertising and Marketing, Honoree (2013)
AdColor Selection Committee, Judge (2013)
Georgetown University, University of Illinois, Pepperdine University, Guest Lecturer (2013-2016)
"My First Time, The Women" by Phil Growick, contributing writer (2012)
AAF Hall of Fame Inductees Committee, Judge (2012)
National Addy Awards Competition, Judge (2011)
Black Enterprise Top Executives in Advertising and Marketing, Honoree (2011)
AdAge's "40 Women to Watch in Advertising," Honoree (2009)
AdColor Industry Coalition- "Change Agent" Award, Honoree (2008)

EDUCATION.

Creative Director's Advanced Training | VCU BrandCenter
MS, Advertising | University of Illinois, Urbana-Champaign, IL
BA, Graphic Design | Hampton University, Hampton VA

CONTACT.

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