

## Phil Gable – Chief Creative Director & Brand Strategist

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Client-facing leader with 25+ years of experience in creative direction, brand messaging, and integrated campaign development for brands across financial services, healthcare, tech, B2B, and consumer categories. Partners closely with strategists, designers, art directors, UX teams, and executive stakeholders to develop campaigns, brand systems, and cross-channel creative from concept through execution. Known for strategic rigor, optimizing workflows while elevating creative standards, and a direct, calm-under pressure leadership style that quickly earns the trust of teams and clients.

### SELECTED CAREER HIGHLIGHTS

- **Scaled and led a 25+ person integrated creative and production department** as Executive Creative Director at DiMassimo Goldstein; helped drive major agency growth by **winning 7 of 9 pitches**, contributing to a **300% increase in revenue**, and helping the agency earn **Ad Age Northwest Small Agency of the Year**.
- **Led concept and copy development** for global launch of **Microsoft Private Cloud**, including a viral video selected as one of **TED's Ads Worth Spreading**.
- **Won Best of Show at the Financial Communications Society Portfolio Awards twice**—once for a 360-brand campaign for **TradeStation**, and once for the launch of **Instinet**.
- Developed **brand campaigns and messaging platforms for clients in highly regulated industries** including **NYDIG, Winston Artery Group, Physicians Health Plan, and Underdog Sports**.
- **Built major campaigns for financial services, tech, and B2B brands** including Microsoft, Strategy& (PwC), Bank of New York, Capital One, TradeStation, Instinet, and NYDIG.
- **Defined brand foundation for Peloton**, developing positioning, voice, and launch campaign.
- **Led creative development and production** of video content series to **launch Our Cellar**, a DTC venture from **Moët Hennessy**.
- **Created multiple brand campaigns for Crunch Fitness**, helping them **grow from 5 NYC locations to 20+ locations across 7 markets**.
- **Developed and stewarded the brand voice of Freelancers Union** through videos, digital display, collateral, and the iconic New York subway posters.
- **Won top creative honors** in national award shows including **One Show, Effie Awards, National ADDY Awards, Radio Mercury Awards, PRINT Design Annual, Art Directors Club, New York Festivals, Adweek's Best Spots of the Year, and Advertising Age's Best Ads of the Year**.

### AREAS OF EXPERTISE

Brand Strategy • Creative Leadership • Creative Strategy • Team Building & Mentorship  
• Copywriting • Art Direction • Brand Voice & Messaging Systems • Cross-Channel Campaign Development • New Business • C-Suite Presentation • Video / Broadcast / Audio • Social / CRM / Digital Content • OOH / Print / Guerrilla • UX / UI / Website Copy

### SELECTED EXPERIENCE

#### Independent Creative Director / Copywriter / Brand Strategist

New York, NY → Atlanta, GA | July 2013 – Present

Partner with agencies and brands to develop brand strategies, voice systems, messaging platforms, and integrated campaigns across financial services, healthcare, technology, consumer, and B2B categories.

• Selected brands: Capital One, Bank of New York, Citadel Securities, PwC, Diageo, Moët Hennessy, Peloton, Whole Foods, NBCUniversal, HCA Healthcare, National Jewish Health, J&J, Merck, Sotheby's, Meta  
• Selected agencies: Deutsch, BBH, Digitas, Dimassimo Goldstein, Halo Group Influencer Marketing

- Developed **brand campaign and content strategy** for **PwC's Strategy&**.

- Wrote long and short-form video scripts for **Meta Superintelligence**, helping the agency secure further engagement.
- Built **brand messaging platform** and high-volume, **integrated campaign for NYDIG across 7 audience segments** including display, search, social, and print, garnering earned media coverage on CNBC.
- **Defined brand voice** and **wrote messaging platform** across **5 audience segments** for Winston Artery Group, a firm specializing in **blockchain-based provenance** for **art-backed lending**.
- Wrote and produced **viral social video content** for Ollie.
- Overhauled **Vivint Solar's** website and launched its first brand campaign across digital, OOH, social, video, email, and direct mail.
- Led creative direction, script development, and end-to-end production for **Our Cellar**, a DTC venture owned by **Moët Hennessy**.
- **Defined brand voice and created launch campaign for Peloton**, developing early brand positioning, voice, and launch campaign.
- Wrote and led design development for a **digital campaign and web experience for Bank of New York**, from concept through UX/UI and visual system.
- **Led consumer campaign concept and copy development for Sativex, Epanova, and Xolair.**

## SELECTED RECENT ENGAGEMENTS

### Fractional Creative Director, Copy – Cloudberry Creative

New York, NY (Hybrid → Remote) | September 2019 – present

Provide concept, messaging, and high-volume content for finance and sports clients.

- Developed concepts and wrote copy Franklin Templeton's B2B social channels
- Built brand messaging platform and high-volume, integrated campaign for NYDIG across 7 audience segments including display, search, social, and print, garnering earned media coverage on CNBC
- Wrote recruiting campaign for Citadel Securities including video, site copy, and social posts
- Developed digital display advertising concepts and copy for Stone Ridge Asset Management

### Freelance Creative Director – DiMassimo Goldstein

New York, NY (Remote) | February 2025 – August 2025

Delivered campaign and web creative for a leading financial brand, from pitch through launch.

- Conducted stakeholder and customer research interviews; synthesized insights and edited them into pitch materials that won the engagement
- Built wireframes and user flow charts to define the experience and align stakeholders
- Wrote copy and led design development for a digital campaign and web experience for the Bank of New York, from concept through UX/UI and visual system

### Freelance Brand Consultant, Voice & Messaging – 50,000 Feet

Chicago, IL (Remote) | November 2023 – August 2025

Delivered brand messaging and digital content for security, education, and UHNW art clients.

- Wrote brand messaging platform and boilerplate copy for an art appraisal/advisory firm serving UHNW collectors, articulating the value of blockchain-based provenance to improve liquidity and streamline art-backed lending
- Developed digital content across multiple corporate websites for GardaWorld

### Fractional Senior Brand Strategist – A.P. Keaton

New York, NY (Hybrid → Remote) | August 2018 – present

Advise on brand and content strategy across multiple spirits portfolios, and for fintech startups.

- Led the development of campaign concepts, social content strategies, L3F materials, and experiential marketing for a range of spirit brands including Espolòn, Dos Hombres, and The Glenlivet
- Wrote brand strategy and website for FinLync, a startup specializing in SAP-native treasury apps

## SELECTED PRIOR EXPERIENCE

### **Executive Creative Director – DiMassimo Goldstein**

New York, NY | August 2011 – July 2013

Scaled integrated creative department and drove aggressive growth through pitch wins and flagship campaigns, leading the agency to be named Ad Age Northwest Small Agency of the Year.

- Won 7 of 9 new-business pitches, contributing to a 300% increase in agency revenue
- Built an integrated creative and production team of 25+ including copywriters, art directors, designers, producers, and production artists
- Owned end-to-end department budget and resourcing with full authority over headcount planning, hiring, separations, compensation and bonus decisions, and monthly freelance/contractor spend
- Partnered with account leadership to deepen C-suite client relationships and drive retention and upsell
- Led campaign development and execution for all clients including FreshDirect, Double Cross Vodka, TradeStation, Forex.com, Saint Luke's Hospital, National Jewish Health, and Bankers Health Group

### **Associate Creative Director – Deutsch**

New York, NY | February 2011 – August 2011

Drove high-impact enterprise tech creative for global markets.

- Developed concepts and copy for the multimedia, global launch of Microsoft Private Cloud
- Developed script for a viral video for Microsoft Private Cloud targeting IT executives; it was selected as one of TED's Ten Ads Worth Spreading
- Led production of a 3-part documentary-style video series for Office365 that ran on "It's Everybody's Business with Jack & Suzy Welch"

### **Creative Director – Pace & Partners**

Lansing, MI | October 2009 – February 2011

Led agency-wide creative across public- and private-sector accounts; set standards for concepting, execution, and brand voice consistency; redesigned agency workflow for higher quality creative output.

- Led public safety campaigns from concept through delivery for the Michigan State Patrol and the Office of Highway Safety, supporting multiple statewide policy goals
- Won pitch and led subsequent campaign development for the Michigan Department of Treasury
- Led 360 rebrand of FirstBank, developing brand and acquisition campaigns for consumer and small-business audiences
- Developed and produced campaign concepts for the Ingham County Board of Health and the Michigan State Housing Development Authority

## **EARLY CAREER HIGHLIGHTS**

- **Senior Copywriter – BBDO:** Wrote and supervised production of national TV for **Dell**; created B2B work for **Bayer**; wrote and produced national work for **Capital One** and **ING**; created guerrilla campaign for the **Alliance Theatre** that won a **Gold Effie Award**, made **The One Show**, and earned international press.
- **Associate Creative Director – DiMassimo Goldstein:** Led launch and expansion creative for **Kozmo.com**; created integrated campaigns for **Crunch Fitness** that won **2 Gold National ADDYs**, a **New York Festivals Gold**, 4 placements in **Lürzer's Archive**, and **Advertising Age Best Ads of the Year**; led the launch of **Instinet**, winning **FCS Gold and Best of Show**.
- **Fractional Creative Director – Freelancers Union:** Expanded role from campaign copy to end-to-end **brand stewardship**, including OOH, website/UX, video, and brand voice guidelines.
- Additional experience includes creative work for CPG, QSR, and wellness brands for **Digitas**, **McCann**, **Barkley**, **Burrell**, **Amalgamated**, and **kirshenbaum bond senecal + partners**.

## **EDUCATION**

Creative Circus, Copywriting, 1999

University of Georgia, B.A., English, 1997