

Phil Gable - Creative Director

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Summary

Executive creative leader with 27 years of experience shaping brand voice, multi-media campaigns, and multi-audience messaging systems in highly regulated industries. Known for turning complex offerings into simple, credible narratives and a low-drama, high-standards, calm-under-pressure leadership style. Extremely skilled at building, leading, and growing integrated creative and production teams of 25+ and collaborating with account and strategy leadership. Calm under pressure, direct with stakeholders, and skilled at helping clients make informed creative decisions that get results.

Professional Experience

Independent Creative Director & Brand Strategist | May 2013 – Present

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

Selected Clients: Meta, Samsung, Citadel Securities, AIG, Bank of New York, Goldman Sachs, PwC, NBCUniversal, Moët Hennessy, Dos Equis, Peloton, Bob's Discount Furniture, Whole Foods, J&J, HCA Healthcare, Vireo Health, Merck, GW Pharmaceuticals, Saint George's University Medical School

Recent Agency Engagements

Fractional Creative Director, Copy – Cloudberry Creative

New York, NY (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 integrated campaign for NYDIG across 7 audience segments including 30+ display banners, 50 search ads, 135 social assets, and 4 full-page WSJ ads, one of which garnered 4 minutes of earned media on CNBC
- Wrote recruiting campaign for Citadel Securities including video, site copy, and social posts
- Wrote email copy and video scripts for the NFL Players Association
- 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

Led creative development for campaign and website work supporting Bank of New York.

- Led stakeholder and customer research interviews to inform campaign direction
- Built wireframes and user flow charts to define the experience and align stakeholders
- Collaborated with strategy, design, and UX teams as the work moved from pitch through launch

Freelance Brand Consultant, Voice and 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 for 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
- Crafted messaging platform for RethinkEd, aligning product narrative with educator and district needs

Fractional Senior Brand Strategist – A.P. Keaton

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

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

- Built the Smarty Plants cannabis brand from the ground up, including the positioning, values, voice, launch campaign, and digital content. Curated *The Knowledge Blog* (accessed via social media links and QR codes on jar lids) as a content-led growth engine that navigated cannabis ad restrictions and helped the brand become the #2 flower brand in California in 2021 and 2022
- Developed creative strategies, content frameworks, retail strategies, social programs, and experiential concepts for 20+ spirit and cannabis brands across Green Thumb Industries, Vireo Health, Moët Hennessy, Diageo, Campari Group, Proximo, Constellation Brands, and Pernod Ricard
- Wrote brand strategy and website for FinLync, a startup specializing in SAP-native treasury apps

Freelance Social Content Creator – DiNoto

New York, NY | August 2021 – July 2023

Created social-first copy and video for finance and DTC brands.

- Wrote and produced social video content for Ollie dog food; production role included hands-on video editing, illustration, VFX, sound design, VO record and mix
- Developed video treatments for MOGO Financial

Freelance Executive Creative Director, Executive Producer – Cardboard Toast

New York, NY | May 2021 – January 2022

Drove concept-to-delivery brand content for Moët Hennessy.

- Led creative direction, script development, and end-to-end video production for a series of 9 videos promoting the launch of Our Cellar, a DTC brand owned by LVMH

Selected Prior Engagements, 2013 – 2021

Freelance Social Content Creator – NBCUniversal

Freelance Creative Director – Vivint Solar

Freelance Creative Director – Deutsch

Freelance Senior Copywriter – Hugo & Cat

Freelance Associate Creative Director – Story Worldwide

Freelance Creative Director – Peloton

Freelance Senior Copywriter – BBH

Freelance Creative Director – Naked Communications

Freelance VP, Creative Director – Digitas

Mid-Career Leadership Experience

Executive Creative Director – DiMassimo Goldstein

New York, NY | August 2011 – July 2013

Scaled an integrated creative department and drove aggressive growth through pitch wins and flagship campaigns.

- 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 departmental budget and resourcing end-to-end—headcount planning, compensation and bonus decisions, and monthly freelance/contractor spend (including rate negotiation)—with full authority over hiring, performance management, and separations to meet delivery, quality, and growth goals
- Partnered with account leadership to deepen C-suite client relationships and drive retention and upsell
- Led campaign development for FreshDirect, Double Cross Vodka, TradeStation, Saint Luke's Hospital, National Jewish Health, TIAA, and Bankers Health Group (BHG) from creative brief through final execution across channels

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

Creative Director, Head of Broadcast Production – 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.

- Directed integrated campaigns for the Michigan State Housing Development Authority, guiding messaging and design for multiple consumer education initiatives
- 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 B2C and B2B audiences
- Mentored cross-functional teams and instituted review processes that improved quality and consistency

Early Career Experience, 1999 – 2009

Contract Writer – Comedy Central

Senior Copywriter – BBDO

Freelance Associate Creative Director – kirshenbaum bond senecal + partners

Senior Copywriter – Barkley

Freelance Associate Creative Director – Burrell Communications

Fractional Creative Director – Freelancers Union

Freelance Associate Creative Director – C&C Storm Films

Associate Creative Director – DiMassimo Goldstein

Copywriter – Yellow Card

Education

Creative Circus, Copywriting, 1999

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

Recognition

TED Ten Ads Worth Spreading

Financial Communications Society Portfolio Awards, Gold (2x)

Financial Communications Society Portfolio Awards, Best of Show

Best Ads of the Year, Advertising Age

2013 Small Agency of the Year, Northeast – Advertising Age

Best Spots of the Year, Adweek

PRINT Design Annual (3x; writer, art director, illustrator)

Art Directors Club (illustrator)

Lürzer's International Archive (4x)

Effie Awards: 1 Gold, 1 Silver

2 Gold National ADDY Awards (writer, director, producer, art director, illustrator)

8 Silver Telly Awards

Radio Mercury Award

One Show

New York Festivals – 2 Gold, 1 Bronze

Communication Arts Photography Finalist

Featured in Shoot, Creative Review, Newsweek, U.S. News, Gothamist, HuffPost, Vice