

Phil Gable – Executive Creative Director, Copywriter, Strategist

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Creative leader with 20+ years building brands, winning business, leading teams, and making high-impact work across finance, tech, healthcare, consumer, hospitality, and nonprofit. Combines executive-level creative leadership with seasoned, hands-on executional skills across all stages of brand development of all forms of media. Known for turning complex subjects into sharp, compelling narratives; building teams and systems that raise the level of creative; and a direct, calm-under pressure leadership style that quickly earns the trust of teams and clients.

SELECT 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**.
- **Built major campaigns for financial services and B2B tech brands** including Capital One, Citadel Securities, NYDIG, Microsoft, and Strategy& (PwC).
- **Drove 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 top creative honors** in national award shows including a **Gold Effie Award, One Show, Best of Show** at the Financial Communications Society Portfolio Awards, **2 Gold National ADDY Awards**, a **Radio Mercury Award**, and 2 Golds at the **New York Festivals**.
- **Defined brand voice and created launch work for Peloton**, developing early brand positioning, voice, and launch campaign.
- **Led and produced award-winning creative for healthcare brands including Saint Luke's Hospital and National Jewish Health**.
- **Built the Smarty Plants cannabis brand from the ground up**, including positioning, values, voice, launch campaign, budtender outreach, promotions strategy, and digital content; propelling the brand to become the **#2 flower brand in California** in 2021 and 2022.
- **Led end-to-end creative development and production** of nine-part video series to launch Our Cellar, a DTC venture from **LVMH**.
- **Wrote, produced and edited viral social video content for Ollie**.
- Led award-winning, **360-rebrand for FreshDirect**

AREAS OF EXPERTISE

Creative Leadership • Integrated Creative Direction • Brand Voice & Messaging Systems • Campaign Platform Development • New Business & Pitch Leadership • Team Building & Mentorship • Cross-Channel Campaigns • Financial Services / Fintech / B2B • Healthcare / Wellness • UX & Website Copy • Video / Broadcast / Audio • Social / CRM / Digital Content • OOH / guerrilla / print • C-Suite Presentation • Production Leadership

SELECTED EXPERIENCE

Independent Creative Director / Copywriter / Brand Strategist

New York, NY | 2013–2024
Atlanta, GA | 2024–Present

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

Selected brands include Bank of New York, Citadel Securities, Franklin Templeton, PwC, NBCUniversal, Moët Hennessy, Peloton, Samsung, Meta, Whole Foods, J&J, Merck, and HCA Healthcare.

Selected agencies include Deutsch, Digitas, BBH, DiNoto, and DiMassimo Goldstein.

Major wins:

- Built **NYDIG's messaging platform** and a high-volume integrated campaign across **7 audience segments**, spanning display, search, social, and print, earning 4 minutes of **CNBC coverage**.
- Wrote **Citadel Securities' recruiting campaign** across video, site copy, and social.
- 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.
- Built **Smarty Plants** from scratch, including positioning, voice, launch campaign, content engine, and retail/budtender strategy; helped drive its rise to **#2 flower brand in California**.
- Led creative direction, script development, and end-to-end production for **Our Cellar**, a DTC venture owned by **Moët Hennessy**.
- **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 print and **digital campaign and content strategy** for Strategy& (**PwC**).
- Wrote and produced **viral social video content** for Ollie.
- Shaped early **Peloton** brand foundations, including positioning, voice, and launch campaign.
- Overhauled **Vivint Solar's** website and launched its first brand campaign across digital, OOH, social, video, email, and direct mail.

Executive Creative Director

DiMassimo Goldstein | New York, NY | 2011–2013

Scaled an integrated creative department, led new business, managed resourcing and budget, and oversaw campaign development across all clients.

Key accomplishments:

- **Won 7 of 9 new-business pitches**, contributing to a **300% increase in agency revenue**.
- Built and led a **25+ person** creative and production team spanning copy, design, art direction, production, and freelance resources.
- Led work for **FreshDirect, TradeStation, Forex.com, Saint Luke's Hospital, National Jewish Health, Double Cross Vodka, and Bankers Health Group**.
- Helped lead the agency to **Ad Age Northwest Small Agency of the Year** recognition.

Associate Creative Director

Deutsch | New York, NY | 2011

Developed enterprise tech and B2B creative for global markets.

Key accomplishments:

- Helped develop the **multimedia global launch of Microsoft Private Cloud**.
- Wrote the **viral Microsoft Private Cloud "Tad" video**, which was selected by **TED** in their first annual roundup of **Ads Worth Spreading**.

- Led production of a three-part **documentary-style series** about **Office365** that ran on *It's Everybody's Business with Jack & Suzy Welch*.

Creative Director, Head of Broadcast Production

Pace & Partners | Michigan | 2009–2011

Led agency-wide creative across public- and private-sector accounts; owned concepting standards, execution, and voice consistency.

Key accomplishments:

- Led integrated campaigns for the **Michigan State Patrol, Office of Highway Safety Planning, Michigan State Housing Development Authority, and Physicians Health Plan.**
- **Won pitch** and led subsequent campaign work for **Michigan Department of Treasury.**
- Led a **360 rebrand of FirstBank** across consumer and small-business audiences.

EARLY CAREER HIGHLIGHTS

- **BBDO, Senior Copywriter:** 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.
- **DiMassimo Goldstein, Associate Creative Director:** 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**.
- **Freelancers Union, Fractional Creative Director:** Expanded role from campaign copy to end-to-end **brand stewardship**, including OOH, website/UX, video, and brand voice guidelines.
- **Meetup, Freelance Creative Director:** Led concept development and production for **brand anthem video**.
- Additional experience includes creative work for CPG, QSR, and wellness brands for **Burrell, Amalgamated, Barkley, and kirshenbaum bond senecal + partners.**

AWARDS & RECOGNITION

TED – Ads Worth Spreading • Financial Communications Society Portfolio Awards – **Gold (2x), Best of Show • Advertising Age – Best Ads of the Year** • Adweek – Best Spots of the Year • PRINT Design Annual (3x) • Art Directors Club • Lürzer's International Archive (4x) • **Effie – Gold, Silver • National ADDY – Gold (2x) • Radio Mercury Award** • Telly Awards – Silver (8x) • **One Show** • New York Festivals – 2 Gold, 1 Bronze • Communication Arts Photography Finalist

EDUCATION

Creative Circus, Copywriting
University of Georgia, B.A., English