



Gary M. Smith

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PROFESSIONAL SUMMARY

Creative Director and agency owner with proven experience in the marketing, advertising and entertainment industries, bringing knowledge of creative strategy, vision, communication, and management with an emphasis on digital media. Clients included iconic brands such as DC Comics, Hasbro, Disney, Nissan, Apple, and Infiniti.

FOUNDER/EXECUTIVE CREATIVE DIRECTOR, CODA CROSS MEDIA – 2017- PRESENT

Coda Cross Media is a brand-centric marketing and design agency that works with both fortune 500 brands and aspiring brands.

- Built a creative agency from the ground up.
- Developed successful/meaningful relationships with clients.
- Developed and oversee creative process.
- Built and mentor creative, production and management teams.
- Direct work for an impressive array of brands including DC Comics, Hasbro, ABC, Disney, The Hub, Ergobaby, BBVA Compass, Boom! Studios and others.

FOUNDER/EXECUTIVE CREATIVE DIRECTOR, AT PLAY CREATIVE – 2006 - PRESENT

At Play Creative serves as the production arm of Coda Cross Media. It's focused is the creation of digital assets for marketing and brand campaigns.

- Built agency from the ground up.
- Developed and oversee creative process.
- Built and mentor production and management teams.

EXECUTIVE CREATIVE DIRECTOR, MRM/MC CANN – 2004-2006

MRM/Mc Cann is a global agency working with brands such as Microsoft, US Postal Service, General Motors, and IKEA.

- Led concept development, campaign strategy, visual design and the execution of multi-channel campaigns.
- Built and mentored creative teams.
- Defined and oversaw creative process and interoffice collaboration within a national agency network.

TBWA\CHIAT\DAY, INTERACTIVE CREATIVE DIRECTOR – 2002-2004

Chiat Day is a global agency that creates pop culture with iconic brands such as Apple, Taco Bell, Nissan, and Infiniti.

- Developed the interactive discipline for the Los Angeles office.
- Defined creative process that fostered collaboration between the digital and traditional creative teams and other departments.
- Built and mentored digital creative and production teams.
- Oversaw all digital assets for key campaigns for iconic brands such as Nissan, Infiniti, Indian Motorcycle, and Apple.

CREATIVE DIRECTOR, MAGNET INTERACTIVE – 1999-2002

Magnet Interactive is a digital-first agency well-known brands such as Quicksilver, Nissan, Infiniti and Mad Magazine.

- Defined creative process.
- Built and mentored creative team.
- Oversaw concept development, production brand strategy.
- Responsible for brand stewardship for clients such as Nissan, Infiniti, and Quicksilver.

Skills

Creative Direction, Concept Development, Brand Strategy & Development, Team Building, Visual Design, Video Production, Motion Graphics, Photography, New Business Development, Creative Process Integration, Presentation Design.