

derek sutton miller

CREATIVE DIRECTOR

philadelphia, pa

vwsutton19@gmail.com

717.383.9690 mobile

Strategic and results driven Creative Director and team leader focused on generating meaningful work.

I am energized by team centric cross-functional collaboration and include my diverse team of strategists, writers, art directors, producers, designers, editors, and animators throughout the entire project life cycle. I have long believed the diversity of thought and perspective results in the best ideas that help solve business problems.

Attracted to a challenge, I have delivered creative solutions on any budget across a variety of categories. (entertainment, tourism and destination, consumer packaged goods, education, B2B, Healthcare, insurance, finance, food & beverage industry, etc.) A sound creative idea should transcend any medium to emotionally connect with people to increase sales and change behaviors. A true creative leader seeks to understand all aspects of the business of building brands. And I believe that is rooted in strategy, creativity, and building genuine relationships with my team and for a brand and its consumers/customers.

Enough about what I do at my gigs... on to other important topics, like my personal passions. First and foremost is my family. My wife, Jen and I have called Philadelphia home for over 15 years. We love to eat and cook. Thankfully, Philly has a great restaurant scene and amazing markets that fuel that habit. Our identical twin daughters, Louisa and Claire, have kept us laughing, smiling and extremely happy over the last 7 years. We are finally starting to travel again, and our girls are loving it as much as we are.

Next to family, Cycling is my #2. It's a hobby that keeps me grounded and focused. I love riding and racing year-round, doesn't matter if it's endurance mountain bikes or cyclocross.

Other quick hits: mid-century modern furniture, bigfoot, our sphynx cat- Olive, Volkswagens, Toyota 4runners, the shows The local project, Mythic Quest, Letterkenny & Dave, any music created under the Ruff Ryders, Bad Boys or Loud

Recording labels, and always down to watch anything from the Fast Saga.

Connect with me @ [linkedin.com/in/dereksuttonmiller](https://www.linkedin.com/in/dereksuttonmiller)

Experience

creative director

DiD agency

Clients: L'Oréal, CeraVe

philadelphia pa
Nov 2023 - Present

creative director and digital strategy

consultant

Areas of experience: entertainment, tourism and destination, sports, consumer packaged goods, education, B2B, Healthcare, insurance, finance, food & beverage, MarTech/AdTech, Pharma (DSA, HPC & Consumer), health and wellness, OTC products

philadelphia pa
Apr 2023 - Nov 2023

senior vice president, creative and digital strategy

sourcecode communications

Developed, led and expanded current client capabilities for the agency in the social, branding, content creation, life cycle marketing and production space. Partnered with PR, Strategy & Analytics, and external Media colleagues to identify areas of growth with new clients and existing clients. Responsible for managing the Digital & Strategy P&L. Team leader focused on talent development, resourcing, allocation and utilization.

new york, new york
Jan 2023 - Apr 2023

Clients: [GoDropShop.com](https://www.godropshop.com), Getty Images, Jenius Bank, WXLSPACE, Nile (NaaS)

senior vice president, creative director

philadelphia, pa
Jan 2018 - Jan 2023

tierney

Built an in-house studio from the ground up to become Content Agency of Record for a fortune 50 company. Strategically elevated creative branding in the content, social, and traditional space. Partnered with other internal departments to generate new business with our expanded capabilities in content. Focus on career growth and development of team members in art direction, editorial, production, motion graphics and copywriting disciplines. Improved team process and workflow by heavily focusing on creative talent management. Established weekly allocation meetings, budget reviews, cross department project estimates, and staffing utilization to ensure agency profitability and work/life balance across the creative organization.

clients: Xfinity, Mentholatum Company- Rohto Eyedrops & Softlips, Please Touch Museum, Yuengling, Fine Wine & Good Spirits, Independence Blue Cross, Comcast, AmeriHealth New Jersey

associate creative director

philadelphia pa
Mar 2016 - Jan 2018

digitas health

Built a team to successfully Launch the first FDA approved medication to treat dry eye disease. The team created immersive experiences for healthcare professionals, atypical tactics to assist the sales team, educated the consumers on their terms and created awareness around the disease. To make all of this happen, VR games, apps, interactive trade show booths, 4D experiences, websites, brochures, sell sheets, ads, swag, and even a coffee table book were generated.

client: An Ophthalmic Dry Eye Brand with focus on Eye-care Professionals, Consumers and a Disease State Awareness Campaign including a celebrity endorsement

associate creative director

philadelphia pa
Dec 2010 - Feb 2016

tierney

Developed, built and managed multiple creative teams on different brands. Shaped creative strategy to take clients' business to the next level. Partnered with extremely talented and passionate folks at the agency which helped elevate the creative and offer unique solutions to business problems.

clients: TD Bank, American Public University, Fine Wine & Good Spirits, Independence Blue Cross, Bayer Environmental Science, PECO, AmeriHealth Administrators

sr. art director

malvern pa
Jun 2007 - Nov 2010

mangos inc

Developed relationships with brand leaders around the world to understand cultural differences in the products' space. Strategically leveraged creative mediums and tailored campaigns to ensure global reach in b2b and consumer space in the medical, financial, and bicycling industries.

clients: Cannondale Bicycles, Siemens Audiology, Work Force Investment Board, Westone Earphones, Olympus Imaging, Bank of Butterfield, Haverford Trust, Mutual Boiler Re, Drager Medical, Siemens Medical, Olympus Medical, Cephalon, Maiden Holdings, Curtiss Wright Flow Control, Firsttrust Bank

art director

philadelphia pa
Nov 2006 - May 2007

freelance

Did my own thing for a bit at in-house brands while also keeping my toes in the agency world.

clients : Atlantic City Casinos (Plaza, Taj Mahal, Marina), Vaxserve Medical (Sanofi Pasteur), Casbah Night Clubs, Turner Broadcasting System (TBS), Playworld Systems, Unique Sources Products & Services, Tectron Water Repellent, L A Weight Loss, Temple University, Rain Skin Centers, Mesa Fresh Mexican Grill

agencies: Blue Sky Agency | EURO RSCG 4D | PPO&S | Lorel Marketing Group

designer

philadelphia pa
Jun 2005 - Oct 2006

euro rscg 4d

Partnered with creatives across multiple brand teams and Euro RSCG agencies from Boston, NYC, Baltimore and Atlanta creating ads, videos, brochures, direct mail, digital media, and websites.

clients: Time Warner Cable, Yellowbook, Exide Automotive Batteries, Stryker Corporation, Agilent Technologies, Lovenox, Sanofi Aventis, American Student List

Awards

Graphis Gold- 100 Best in Advertising
Best of Mixed Media- Addy Awards
Best of Television- Addy Awards
15 Gold- Philly Addy Awards
11 Silver- Philly Addy Awards
Gold - MM&M
Gold - Healthcare Marketing Report Awards
Best of ADCP Louix Awards
2 Golds - DTC
Finalist - The Creative Floor

Education

communication design

kutztown university

kutztown pa
Sep 2001 - May 2005

Derek Miller

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