Greg Leschisin

VP MARKETING / CREATIVE DIRECTOR

Los Angeles

reachgreglesch@gmail.com
213.709.7676 mobile

Experience

Chief Creative Officer (CCO)

Los Angeles
Jul 2023 - Present

Hone & Woo

Management of client's in-house creative departments. Optimization and creation of marketing strategy, content, personnel and communication structure, with emphasis on maximizing ROI's (both financial and personnel).

VP Marketing/Creative Director

California
Jul 2019 - Jun 2023

All Good

Selection and management of marketing team within the CPG space. Leadership from ideation and strategy through implementation and execution of all integrated marketing tactics, package design, D2C sales strategy, social media, creative direction, as well as creation of and execution of brand and product messaging, brand and product positioning, brand sales growth strategies, and value marketing campaigns.

Creative Director | Principal

Commune Advertising & Design

Los Angeles
2004 - 2019

Marketing strategy creation, direction, and implementation of singular and integrated marketing campaigns. New product creation, product and packaging design, and full product launch oversight. Ongoing management of original and existing brands.

Clients: Pearl Izumi Athletics, Schwinn, Topeak, New York City Marathon, Thule, Hero Clip, Nautilus Fitness, Sierra Designs, Feedback Sports, Winter Park Ski Resort, Copper Mountain Resort, Colorado Ski USA, Alpine Backcountry Helicopters, All Good Sunscreens and Bodycare, Go Raw Organic Food, Dakota Organic Beef, Farmhouse Culture, Herb Pharm, Case Logic, Charter Communications, Wells Fargo

Creative Director/Senior Art Director

McCann/Erickson Worldwide

New York
2001 - 2003

Responsible for the brand strategy and creation of tactics for over $500 Million + in billings. Clients: Major League Baseball, Lowe's, Coca-Cola, Johnson & Johnson, Rolling Rock Beer.

Creative Director (freelance)

Euro RSCG Worldwide

New York
2001 - 2001

Responsible for the brand strategy and creation of tactics for clients. Clients: Volvo, MCI.

Creative Director (freelance)

Grey Worldwide

New York
2000 - 2000

Responsible for the brand strategy and creation of tactics for clients. Clients: W Hotels, Topps.

Education

Bachelor of Science

Minneapolis

University of Minnesota

Combined Majors:

Graphic Design, Mass Communications, and Perceptual Psychology

President: U of MN Advertising & Design Club, Internships at various advertising agencies and design firms

Recognition

My work has appeared in: Adweek, Brandweek, Cannes Lions, Clio Awards, U.S. Ad Review- Best of American Advertising, The One Show, Lurzer's Archive Magazine, Graphis, Print Design Annual, French Television- People's Choice at Cannes special, Addies, etc.

Love

Ultra-Endurance Sports, Golf, Architecture & Design, Organic Gardening, Dog Rescue.

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