

P E T E T S C H U D Y

CREATIVE DIRECTOR / ART DIRECTOR / WRITER / PHOTOGRAPHER

Creative leader with over 20 years of experience in creative development/leadership for global, national, regional, and start-up brands. I've led teams creating traditional and digital advertising, brand development, connected retail experiences and everything in-between.

EXPERIENCE

Executive Creative Director, Tally / 2021 - current

Currently leading the in-house creative team at Tally, a FinTech start-up and one of Forbes' next billion-dollar companies. Built the in-house creative team to grow efficiently at scale and lead all creative functions at Tally, including brand, growth marketing, lifecycle, content and organic creative. Grew team from 1 to 10 in less than 6 months to build out functions for all paid and owned marketing channels. Partnered with Growth Team to increase new customers 30-50% MoM while decreasing CAC 45% through creative optimization and testing/launching new channels. Consistently exceeded forecasted goals. Actively contributed to Series D fundraising round, helping Tally raise \$80MM in 2022.

Executive Creative Director, Wayfair / 2018 - 2021

Led the 150+ person global Wayfair in-house creative team overseeing global creative across all marketing channels with a sharp focus on growth/performance marketing. Led all campaign development and global brand evolution. Partnered with brand, marketing, merchandise, promotions and B2B teams to identify opportunities, translate insights, real-time data and business goals into brand campaigns, broadcast, social media programs, content development, digital & print production, demand generation and retail.

Creative Director, Publicis Sapient / 2011 - 2018

Marketing creative & content lead in Boston office. Built the creative department from the ground up. Drove account leadership, along with managing budgets and career development of my direct reports. Built relationship with Dunkin' Donuts from technology engagement into a 2X Gold CLIO award-winning, cross-channel account. Led teams to create and implement LensCrafters' multi-year strategy and prioritized road map for all investments across ecommerce, social, mobile, tablets, and digital signage. Established video and photography production studio.

Clients: Dunkin' Donuts, LensCrafters, Webster Bank, Boston Red Sox, Nutella

Creative Director, Digitas / 2009 - 2011

Responsible for overseeing creative teams to develop award-winning interactive and experiential ideas. Gained vast experience in the consumer package goods category by leading the P&G Fabric Care Team. Partnered with account service and brand planning to provide account leadership, steering strategy and creative.

Clients: Tide, Downy, Bounce

Associate Creative Director, MullenLowe / 2007 - 2009

Spearheaded a multi-channel national brand launch. Developed management & leadership skills. Fostered teams to build their talents. Worked across disciplines, adding interactive thinking to brand campaigns.

Clients: Virgin Money, MassMutual

Sr. Art Director, Digitas / 2007

Creative leadership and digital brand development for national CPG brands. Developed and designed web sites, interactive applications and OLA campaigns.

Clients: Gillette, Hillshire Farm

Sr. Art Director, MullenLowe / 2001 - 2007

During these formative years, I gained solid-brand building know-how, along with key experience in developing work for all channels. I learned what it takes to build a brand and the power of great ideas. Most importantly, I learned that to succeed in this industry, it takes hard work, focus, and a positive attitude.

Clients: Eddie Bauer, GM, Four Seasons Resorts, NEXTEL, NASCAR, LendingTree, U.S. Department of Defense

PORTFOLIO

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AWARDS

CLIO, Ads of the World, Creativity, Webby Awards, Shorty Awards, New York Festivals, Telly Awards, Print Magazine Design Awards, OMMA, Cynopsis Sports Media Awards, MITX, Hatch and more.

EDUCATION

Syracuse University

B.F.A. Advertising Design

ADDITIONAL

Board Member & Coach:

Hamilton-Wenham Little League