

Timothy Cory

Creative Director | Strategist | Data Insights Analyst

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Category Expertise

- Automotive
- Financial Services
- Insurance/Health Care
- Utilities
- Retail
- Technology
- Manufacturing
- Food Services
- CPG
- Entertainment

ChannelNet, October 2018-Present

Creative Director — CX Experience | Strategies | Analytic Insights

- Spearheaded the development of **brand and communication strategies to support our clients' business KPIs**.
- Modernization of the Hyundai Capital dealer access portal allows users to navigate quickly to the most used daily sales information, incentives, program details, and service **initiatives defined and presented by user titles**.
- Orchestrated the addition of **new technologies to improve CX through a data-driven dynamic use of content** across digital channels for J.P Morgan/Chase Automotive Financial Brands, Harley-Davidson, and OneClick Financial.
- Add valuable insights by developing and deploying **Adobe tagging strategies that deliver granular details** by utilizing customer ID to generate leads, drip campaigns, and retargeting for content and messaging through data.
- Communicate the ChannelNet mission through the writing and design of white papers, case studies, and social media.

PublisisSapient, February 2014 – July 2018

Associate Creative Director | Experience Strategies | In-Market Digital Shopping

- Redesigned how we developed FIAT Chrysler online advertising to a more efficient model. In 2013, \$6.5M was spent to create 22,907 online ads costing \$288 CpB. In 2014, \$6.5M **delivered 69,874 ads with a CpB of \$93 through a new single template** that configured each to the specific brand guidelines for a dynamic-driven programmatic experience.
- Generated awareness for the new Dodge Challenger by creating a multi-dimensional experience. Utilizing the broadcast spot as the teaser, upon expanding delivered the history of Challenger resolving to more than a colorizer, the experience allows the user to view images of the car, spin the car around 360°, enable sharing on social channels, and finally go to Dodge.com to continue the journey. **Execution won the Advertising Age / Creativity Award for People's Choice**.
- Managed the Alfa Romeo re-launch back into the U.S. Develop multiple experiences across many content platforms. Incorporating videos allowed us to build awareness for the three vehicles and help narrate a story about the desired lifestyle of an Alfa Romeo driver. **Saw a 68% engagement with shopping experiences**, and 100% of the production was reserved before the first vehicle landed in the U.S. market.
- Created a customer experience strategy for Toyota that in every brand interaction through customer journey models, experiences, and content, there is a data-driven in-the-moment experience that enables Toyota to **leverage data as a strategic advantage across the enterprise**.
- TD Home Insurance's performance marketing optimization program generated an assessment, strategies, and **recommendations for evolving the consumer journey** for what consumers are seeing and experiencing.
- Executed a customer journey engagement strategy for Kao — John Frieda to **change the customer's attitude to change the customer's behavior through the purchase journey**.

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- CX lead for the HydroOne electric RFP Team to **synchronize the experience between multiple customer touch points** and across channels to provide a seamless and consistent cross-channel customer experience.
- CX experience collaboration for U.S. Bank to identify known pain points and opportunities for value, effectiveness, and efficiency for features to **illustrate the ideal experience scenarios and moments within the mobile banking experience**.

J Walter Thompson / Merged to become Team Detroit/ GTB, October 1996 – January 2014

Vice President, Associate Creative Director

- Mentored and lead interactive designers, digital writers, developers, and vendors on projects for Ford and Lincoln brands.
- Innovated new ways to incorporate print, broadcast, and CGI assets to bring unique digital ideas for Shopper Marketing experiences to life. Numbers of digital banners available through **dynamic content increased to over 100+M variations**.
- Orchestrated strategies and design execution for more than **200 digital campaigns annually** for 60 Ford regional dealer groups for 7 years. **More than 40+ campaigns** for new product launches and sales events.
- Supervised creative, presented concepts and delivered broadcast executions for 8 Regional Ford Dealer Marketing Associations billing more than \$150+ million for 11 years.
- Executed production on **more than 1000+ TV spots over 11 years**.
- Communicated closely with media teams and Ford management in aligning and coordinating digital Shopper Marketing was aligned for product launches, sale initiatives, and event strategies.

Doyle Marketing & Advertising, April 1991 – October 1996

Associate Creative Director

Education/Continued Learning

Continuous learning helps me **gain know-how and new abilities while retraining and upskilling**. It's a way to ensure that the teams I manage and I develop new skills to increase productivity, performance, and job satisfaction.

- Canterbury University, Kent, UK Bachelor of **Graphic Design**
- New York University, Center for Advanced Digital Applications, **User Experience Design Certificate**
- Cornell University, Samuel Curtis Johnson Graduate School of Management, **Marketing Strategy Certificate**
- University of San Francisco, **Advanced Mobile Marketing Certificate**
- College for Creative Studies, **Certificate Digital Web Certificate**
- Schoolcraft College, American Management Association, **AMA Certificate**
- Aveta Solutions, **Six Sigma Green Belt Certificate**
- Macomb Community College, **Associate of Applied Science** (Graphic & Commercial Art)
- Macomb Community College, **Associate of Applied Science** (Technical Illustration)
- Wayne State University, Advertising/Graphic Design Studies