

# SKIP TRAMONTANA

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## Executive Creative Director

Award-winning cross-platform marketer with a record of building and leading activist creative departments that develop groundbreaking campaigns, build brands, invent products, drive revenue, and impact culture

## Experience

### **Guaranteed Rate** Chicago

10/2020 - Present

Executive Creative Director

Hands-on lead charged with strengthening The Point, the in-house agency for Guaranteed Rate, building and nurturing a department of creative directors, copywriters, art directors, graphic designers, and content creators

- Within three months, led and launched Guaranteed Rate's first-ever national brand effort across all touchpoints (including the Super Bowl), achieving goals with minimal spend by maximizing in-house resources
- Within six months, elevated Guaranteed Rate's brand equity score 149% (according to Harris Poll data)
- Within a year, drove company's rise from the number six retail mortgage lender in the country to number three
- In 2022, developed a value-add social media content strategy that quadrupled followership in three months

### **Freelance** Chicago, New York, and SoCal

11/2019 - 10/2020

Creative Director

Creative problem-solver for multiple agencies in Chicago, NYC, and Los Angeles, optimizing their digital, social, experiential, and broadcast efforts for CPG, beverage, apparel, automotive, and sports & entertainment clients

- Developed an integrated marketing campaign for Modelo that led to the brewer's best week of sales ever
- Successfully reintroduced Job Rolling Papers to the US market with an integrated campaign that leveraged low-cost influencers and rolled out across multiple touchpoints, including experiential, social, and retail
- Created in-game elements and events to drive fan engagement for the launch of the NFL's New York Guardians
- Solved problems for clients that included Corona, Kim Crawford, Honda, ESPN, the NFL, Under Armour, Lands End, Bleacher Report Live, the Arabian Gulf League, Job Rolling Papers, MolsonCoors, and Lucky Strike

### **Innocean** Chicago and Huntington Beach

11/2014 - 11/2019

Creative Director

Change-maker, leading creative that transformed the entirety of Hyundai's regional retail and national retail efforts, elevated sports property activations, maximized financial resources, and reversed a sliding sales trend

- Within four months, had mended the agency's fractured relationship with its clients, recruited award-winning talent, and transformed a 'regional office' into the driving force behind Hyundai's retail advertising efforts
- Within eight months, had unified Hyundai's disparate regional advertising efforts under a single, cost-effective creative campaign, a goal the agency had tried to reach since its inception
- Within a year, had developed all of the creative platforms and executions the agency utilized to pitch and win the entirety of Hyundai's retail advertising business, another goal the agency had aimed for since its inception

- Created the most successful sales event Hyundai history, leading to an 18% increase in summer sales in 2018
- Ghost wrote thought leadership articles for agency C-suite to improve agency SEO and first page results
- Awarded agency's 2018 'Discover Beyond' for efforts made towards the benefit and wellbeing of the entire organization, as voted on by agency personnel across all five US offices

**Leo Burnett** Chicago  
Contract Creative Director

09/2013 - 11/2014

Integrated creative director and talent mentor/nurturer across the entirety of Leo Burnett's \$26M Allstate business, Kellogg's, and the agency's new business efforts

- Revived, developed, and launched Allstate's African-American marketing initiatives, including HBC-I-Owe-U, a groundbreaking campaign that directed community support to Historically Black Colleges and Universities
- Revitalized the Allstate Good Hands Nets Program by developing an insight-driven, fully integrated campaign
- Wrote multiple speeches for both Allstate execs and multiple executions for Allstate's Mayhem

**Freelance** Chicago, New York, and SoCal  
Creative Director and New Business Consultant

03/2005 - 09/2013

Cross-platform new business specialist, creative problem solver, and emergency gunslinger for CPG, beverage, agency, and entertainment clients in Chicago, New York, and Southern California

- Led the creative strategy, creative direction, art direction, graphic design, copywriting of several new business wins for agencies (AOR and project) across multiple verticals, including the likes of Verizon, Western Union, Nike, AutoZone, Mitsubishi, and Miller Lite
- Client roster (agency and direct) included MillerCoors (now MolsonCoors), AXE, Leo Burnett, FCB, DDB, Burrell, Digital Kitchen, Innocean, Walton-Isaacson, EggStrategy, Digitas, and The Vault

**DDB** Chicago  
Senior Copywriter

09/1999 - 03/2005

Integrated creative charged with working across the entirety of the agency's accounts and new business efforts

- Developed the Dell Dude campaign and penned 'Dude you're getting a Dell' a slogan which became ingrained in lexicon, propelled Dell from #4 to #1 in domestic PC sales, and generated \$20+ million in earned media
- Created and pitched the campaigns that won DDB both the Dell and the Illinois Lottery accounts
- Scripted McDonald's International Ad of the Year, the Cannes Lion award-winning interactive platform for Budweiser's 'Wassup', and the first-ever digital Bud Bowl

## Education

### **Miami University**

Master of Science  
Graduate Assistant Strength Coach

Bachelor of Science  
Varsity Football, Academic All-MAC