

JOSEPH DELHOMMER

Brooklyn, NY / (+1) 305.213.9497

joseph@alwaysplotting.com / linkedin.com/in/alwaysplotting / alwaysplotting.com

SUMMARY AND PROFILE

Executive Creative Director & Managing Director

Creative executive and data-driven business strategist with 18 years of experience driving innovation and business growth looking for Chief Marketing Officer or Global Brand Director roles. Delivered award-winning campaigns and measurable outcomes for Fortune 500 companies and startups. Excelled in managing P&Ls, optimizing operations, developing products and services, and leading cross-functional teams to achieve scalable growth.

- ✓ Drove 227% revenue growth in Amazon's Brand Innovation Lab CPG business, from \$18MM to \$59MM between 2021-2024.
- ✓ Streamlined global creative operations for Amazon's Brand Innovation Lab, resulting in a 27% increase in pitch win rates from 2021-2024 and elevated creative output quality.
- ✓ Delivered award-winning campaigns recognized by Cannes Lions, Effies, One Show, Clios, and D&AD across multiple industries, including CPG, consumer electronics, entertainment, finance, luxury, and technology.

PROFESSIONAL EXPERIENCE

Amazon, New York City, NY

US Head of CPG & Grocery, US Executive Creative Director / Brand Innovation Lab

Dec 2021 - Present

- ✓ Launched Amazon Ads' first physical product, Cheetos Duster, winning Gold and Bronze Effies; sold out in 2 hours with 12.7B impressions.
- ✓ Led Cheetos SXSW activation, an Alexa-powered hands-free experience, exceeding attendance goal by 18% and generating 1B impressions; recognized at Cannes, One Show, Clios, and D&AD.
- ✓ Strengthened C-suite partnerships with Fortune 500 brands, increasing campaign win rates from 21% to 47% (2021-2024).
- ✓ Recruited and led a diverse, 21-person cross-functional team, including 3 BLNA hires.
- ✓ Delivered talks on challenging conventions at Amazon unBoxed 2022 and 4A's Jay Chiat Stratfest 2024 conferences.

Creative Director / Brand Innovation Lab

Apr 2020 - Nov 2021

- ✓ Achieved 47% YOY revenue growth (\$18.62MM) in 2021 for the CPG vertical, securing 47 campaigns across 114 brands.
- ✓ Pioneered Amazon's first augmented reality ads using AWS image recognition technology for Jimmy Dean and Kinder Joy brands.
- ✓ Introduced global pitch process focused on client's business and Amazon differentiation, boosting win rates 30%, increasing PepsiCo, Coca-Cola spend 83%.

Havas New York, New York City, NY

Creative Director

Apr 2018 - Apr 2020

- ✓ Provided creative leadership for brands including Barnes & Noble, ADP, GNC, Mattress Firm, and Edible; secured \$33MM in new business.
- ✓ Revitalized Barnes & Noble brand with 'Booksellers' campaign; increased sales 4% after decline.
- ✓ Launched \$18MM "What are you working for?" campaign, enhancing brand perception by 18.6% and boosting stock price 9.68%, including a buzz-worthy SXSW activation.
- ✓ Managed and mentored a team of 12 art directors, copywriters, and designers.

Associate Creative Director

Jul 2014 - Mar 2018

- ✓ Provided leadership and strategic direction for brands like K-Y, Mattress Firm, Liberty Mutual, Keurig, and TJX; secured \$27MM in new business.
- ✓ Spearheaded launch and branding of Mattress Firm's 'tulo' bed-in-a-box brand; exceeded category sales benchmarks by 36% within 6 months. Recognized at The Webby and Shorty awards.

- ✓ Launched new men's product K-Y Duration in October 2016. Propelled K-Y to #1 sexual health brand in NYC. Out-of-home ads drove 300-600% higher in-store sales vs national rates. Won industry awards.
- ✓ Managed and mentored team of 7 art directors and copywriters.

EDUCATION AND OTHERS

Miami Ad School, Miami/Hamburg/Paris

Certificate in Art Direction & Fashion Photography

Universidad Iberoamericana, Dominican Republic

Bachelor of Arts in Advertising

Teaching & Mentorship

- ✓ Instructor, Miami Ad School, New York City, NY & Chicago, IL Oct 2010 - Jun 2015
- ✓ Instructor, Chicago Portfolio School, Chicago, IL Jul 2010 - Jun 2014
- ✓ Mentor, One Club Creative Bootcamp, Chicago, IL Mar 2012

Honors

- ✓ Effies, Gold
- ✓ One Show, Gold
- ✓ D&AD, Shortlist
- ✓ Clio Awards, Silver
- ✓ Shorty Awards, Winner
- ✓ Cannes Lions, Shortlist
- ✓ Webby Awards, Honoree
- ✓ New York Festivals, Bronze
- ✓ Cannes Future Lions, Shortlist