

MICHAEL MALER

CREATIVE DIRECTOR

(203) 906-5587 | mmaler@gmail.com | Guilford, CT 06437

Portfolio: <http://michael-maler.com> | LinkedIn: <https://linkedin.com/in/mmaler>

SUMMARY

Award-winning Creative Director with 20+ years of experience building category-defining brands through storytelling, innovation, and heart. I've led global campaigns for companies like Lovesac, TransUnion, and ESPN, creating work that drives connection, culture, and commerce. I'm a collaborative, ego-free leader who blends creativity, strategy, and emerging technologies like AI to bring ideas to life across TV, digital, social, and experiential. I am passionate about mentoring teams, building brands people love, and pushing creativity further every day.

SKILLS

Creative Direction, Campaign Development, Brand Positioning, Brand Strategy, Content Strategy, Leadership & Mentorship, AI-Driven Ideation, Full-Funnel Marketing, Experiential, DRTV, Social Content, Storytelling, Consumer Insights, Cross-Functional Collaboration, Integrated Marketing, Adobe Creative Suite, Figma, Keynote

EXPERIENCE

Creative Director (Consultant)

10/2024 – Present

Various Agencies & Brands | Guilford, CT

Partnered with global brands and leading agencies to concept, write, and direct high-impact campaigns across TV, digital, social, and experiential channels, creating work that connects emotionally and performs commercially. Focused on building breakthrough creative rooted in insight, emotion, and craft, driving engagement and cultural relevance through storytelling at scale.

TransUnion: Creative Directed the global "Bring Clarity to Chaos" campaign (2025/2026), which debuted in Cannes. Oversaw creative across TVC, full-funnel digital, OOH, and experiential, uniting complex data solutions under a single human message. Spearheaded the AdWeek NYC Oculus & Fulton Station Takeover, activating 70+ digital screens for an immersive, citywide experience.

Orlando Magic: Wrote and Creative Directed "A New Era of Magic," the TV and CTV spot that launched the franchise's official rebrand. The campaign aired across linear, streaming, social, and in-arena platforms, serving as the emotional centerpiece of the team's new identity and fan experience.

Alpine F1, iRobot, Astound Internet, Fisher Investments, The Venetian Resort: Led creative development and campaign strategy for brand launches and performance marketing, overseeing storytelling from concept through production. Delivered a mix of high-performance DRTV, brand films, and social content ecosystems, each tailored to drive measurable growth and brand distinction.

Senior Creative Director
Lovesac | Stamford, CT

11/2016 – 10/2024

Joined during the company's rebrand and helped redefine Lovesac's visual identity, voice, and creative foundation, establishing the look, feel, and storytelling style that would carry the brand into its next era of growth. Played a key leadership role in shaping the creative vision that supported the company's 800% growth, evolving Lovesac from a niche furniture brand into a category leader celebrated for its innovation, authenticity, and emotional connection with consumers.

Built and scaled the internal creative department from the ground up, recruiting top-tier talent, selecting external agencies and production partners, and implementing new creative workflows and infrastructure to support rapid brand expansion.

Introduced enterprise tools including Adobe AEM for asset management and Adobe Workfront for project management, streamlining production and improving cross-functional collaboration during hyper-growth. Pioneered early integration of AI-driven tools into creative development, enhancing ideation, campaign visualization, and pre-production processes.

Directed omni-channel brand storytelling and produced high-impact TVC, social, digital, OOH, and experiential campaigns that drove record-breaking engagement and reinforced brand consistency across every touchpoint.

Developed and executed integrated campaigns that forged partnerships with Netflix, Disney, and Warner Bros., merging entertainment and advertising to create standout cultural moments.

Led an internal team of 11 and managed 5 external agencies, overseeing 1,000+ creative requests annually and producing 12+ photo and video shoots each year. Fostered a collaborative, high-performance culture grounded in creativity, curiosity, and respect.

Creative Design Lead
ESPN | Bristol, CT

12/2013 – 05/2015

Served as a Creative Lead on the digital experience for ESPN.com, guiding the strategy, design, and user experience for one of the world's most visited sports destinations, reaching over 94 million fans across web and mobile platforms.

Led the creative direction for core digital components including live game packages, interactive data visualizations, sports index pages, and team clubhouses, translating complex real-time information into intuitive, engaging experiences that elevated fan connection and site engagement.

Defined the look, feel, and interaction design for SECSports.com, establishing the digital identity for the SEC Network at launch. Oversaw every detail from UX and UI to visual hierarchy, ensuring a seamless and visually cohesive experience that reflected the passion of SEC fans and drove adoption across platforms.

Mentored a high-performing team of designers, fostering a culture of creativity, collaboration, and innovation that empowered the next generation of ESPN's design talent.

Creative Director
Mediatavern | Norwalk, CT

12/2010 – 12/2013

Led creative strategy and campaign development for a diverse portfolio of clients, including Advertising Week, CamelBak, JPMorgan Chase, OpenSkies, Samsung, Sobieski Vodka, Thomson Reuters, UnitedHealthcare, and Yahoo!.

Developed and executed integrated brand campaigns, ensuring consistency across digital, social, print, and experiential touch-points to maximize impact and engagement.

Directed end-to-end design execution, from initial concepting to final delivery, producing high-impact creative solutions that aligned with business objectives and elevated brand storytelling.

Managed a high-performing design team, fostering a collaborative culture of innovation, problem-solving, and creative excellence. Provided mentorship and professional development, ensuring continuous growth and high-caliber work.

Associate Creative Director
Alcone (Omnicom) | Darien, CT

12/2009 – 12/2010

Partnered with the Creative Director to develop and execute bold, strategic campaigns for brands including Caress, Halls, Hasbro, Heineken, Mrs. T's Pierogies, Nerf, Swedish Fish, and Stride Gum.

Led the concept development and execution of multi-channel campaigns, ensuring innovative storytelling and seamless brand integration across digital, print, retail, and experiential activations.

Oversaw design execution and production, ensuring high-impact creative solutions that aligned with client objectives and elevated brand engagement.

Mentored junior creatives, fostering a culture of collaboration, innovation, and professional growth.

Senior Art Director
Colangelo (Omnicom) | Darien, CT

01/2007 – 12/2009

Developed and executed creative campaigns for top-tier brands, including Arm & Hammer, First Response, Guinness, Leo Schachter Diamonds, Newman's Own, Seattle's Best Coffee, Skoal, and Trojan Condoms.

Concepted and designed compelling brand storytelling across packaging, print, digital, and experiential activations, ensuring a seamless and engaging consumer experience.

Led art direction and visual identity development, balancing brand consistency with breakthrough creativity to elevate audience engagement and market impact.

Mentored junior designers and art directors, fostering a creative culture that encouraged innovation, collaboration, and skill development.

EDUCATION

Computer Science & Communications
The University of Tampa | Tampa, FL

1998 – 1999