

DANI KOLLIN

Creative Director | Copy • danikollin.com • 310.387.3272

Creative Director

I'm an award-winning Creative Director who's helped Fortune 500 companies from Samsung to Mattel create engaging brand experiences that are on strategy, memorable, and highly effective. I oversee creative solutions that encompass mobile apps, enterprise websites, brand refreshes and integrated advertising campaigns—all of which get seen on millions of phones and tablets, at thousands of in-store video displays, online, and at high-profile events.

I have valuable experience working with clients at the highest level and have also been identified as a motivational leader with strong team-building chops. I thrive on the success of others and have a solid track record of mentoring employees to promotion.

Specialties: Digital Advertising, Mobile Tech, Automotive, Health & Beauty, Kids, Entertainment, Non-profit

Awards

Team Cannes Lion Award 2014 – Branded Content and Entertainment: Rosetta Marketing for JAY Z Magna Carta album launch

Team Effie Award 2013 – Single Impact Engagement: Rosetta Marketing for JAY Z Magna Carta album launch

Pioneer Direct Marketing Award – Silver Medal

American Graphic Designer Award –2008

TOTY (Toy of the Year) Winner – 2006 Best Boys' Toy

TOTY Finalist – 2008, 2007, 2006, 2005

Team Effie Award 2004 – Bronze: Children's Product and Services: Strawberry Shortcake – Berry Sweet Launch

Technology and Learning Home Education Award

Prometheus Award Winner – 2010 Best Science Fiction Novel of the Year

Creative Experience

Dent Advertising

Dent Advertising oversees Japan's Glico USA account. Glico sells over 200 million boxes annually of their popular Pocky treats in over 30 foreign countries and is the number one Japanese snack in the U.S. I was brought in as Creative Director to help the agency migrate Pocky out of the Asian food sections of major US retail chains and into the chains' domestic snack aisles. I'm also consulting on the agency's PR initiative, called the *Share Happiness Tour* in which Pocky Trucks tour the country, giving away free snacks. So far, over 1.2 million boxes have been handed out (over 35 million sticks of Pocky), resulting in dramatic sales growth.

TrueCar

TrueCar offers up a hassle-free car buying experience, helping move over 63 thousand cars a month to the over 6 million customers who use their platform. The company is responsible for over four percent of every car sold in the US and in Q3, 2015 I helped sell over 208K of them, a 21% year on year increase. Third quarter total revenue was

DANI KOLLIN

Creative Director | Copy • danikollin.com • 310.387.3272

up 28% from a year ago to a record \$72.4 million with best-ever transaction revenue of \$67.4 million, up 30% year over year.

I was brought on as a Creative Director/Copy to help TrueCar strengthen their voice and hone their messaging to consumers, partners and dealers across all platforms. I also worked with the major auto manufacturers to help them message their brands more effectively within TrueCar's numerous channels.

Razorfish, Los Angeles

Razorfish Los Angeles, part of the Publicis Groupe, was named one of AdAge's top 10 agencies of 2015 and is the #2 agency in the world for customer engagement. I was a Creative Director reporting directly to the Head of Global Communications. Previous to that, I was a CD on both the Loyalty and Retention (L&R), and Digital Retail accounts for Samsung Mobile, USA. In those capacities I oversaw Content Strategy, Partnerships, Technology, Retail, POS digital and Email advertising. I was also the POS digital retail CD on the Samsung Electronics America Shape Audio wireless multi-room and home theater systems, overseeing UI, design, copy, and sound for the in-store app in 1,400 Best Buy locations.

For 2014, Samsung's Email advertising engagement rate (CTOR) continued to be more than twice the industry average (Silverpop Benchmark Study) while Retail Engagement sessions with their in-store apps recently surpassed the 50M mark. Last year, sales of their flagship device topped 11 million units in less than a month, beating the previous Galaxy first month sales by one million units. Sales of the next Galaxy Note set a new record for launch day sales, beating the achievement of its predecessor by well over 30 percent.

Frontline Communications

Senior Copywriter – Freelance
Print and video for the Boeing Company

Frontline Communications has a single client, but it's a big one—Boeing. They needed a writer who'd be comfortable with the tech specs and military jargon necessary to communicate with a very specific demographic: U.S. congressmen and congresswomen, members of the Defense Department, and high-ranking military officers both domestically and internationally. As an experienced copywriter, a seasoned author of military SciFi, and the son of a lieutenant colonel in the U.S. Air Force, I fit the bill.

I was brought in to help the agency pitch the Boeing television account, which it won and the two other projects I worked on, Logistics Systems and Non-Boeing Platforms, helped Boeing secure orders in excess of \$1B.

Ogilvy & Mather, Los Angeles

Senior Copywriter
Print for Microsoft and Korean Airlines; broadcast for Mattel Girls Division

DANI KOLLIN

Creative Director | Copy • danikollin.com • 310.387.3272

In addition to my work for Microsoft, I was one of two staff copywriters working on the Barbie brand, a \$1 billion business accounting for 52 percent of Mattel's revenue.

Foote, Cone & Belding, Los Angeles

Senior Copywriter – Freelance

Broadcast for Mattel Boys Entertainment Category (Hot Wheels, Tyco R/C, Matchbox, Male Action Figures)

During my tenure at FCB, worldwide gross sales in the Boys-Entertainment category increased by seven percent due to growth in Matchbox products and increased international sales of Hot Wheels and Tyco R/C Radio Control brands. This also reflected strong sales from licensed properties such as He-Man and the Masters of the Universe—a line I was called on to rewrite from the bottom up, as the original commercials had tested poorly.

Mattel, Inc.

Senior copywriter

Tyco R/C, Hot Wheels R/C, Matchbox

I was responsible for the branding of Mattel properties Tyco R/C, Hot Wheels R/C and Matchbox, which entailed all the naming, back-stories, and packaging. My responsibilities also included clearing names through the marketing and trademark departments and editing English text for up to nine foreign languages.

Shellshocker, an RC product I named and created the packaging for, won the 2006 TOTY award (the equivalent of the Toy Oscars) for best boy toy of the year, and it became the #1 selling RC toy for Mattel two years running. Two other R/C vehicles I was responsible for were amongst the top ten selling toys of 2009.

In addition to my duties for Tyco R/C, I began working for Matchbox as one of only two copywriters, during which time it became the fastest growing brand at Mattel. Revenue doubled to almost \$100 million by 2007.

Herbalife

Senior Copywriter – Freelance

Collateral, print and video for all Herbalife products

I helped Herbalife generate names for products, created online and print advertising, oversaw scriptwriting for videos, and style guides for in-house and international use. I worked primarily on the weight management product portfolio, which accounted for 63 percent of net sales of approximately \$2.3 billion for the 2009 fiscal year.

Vox Associates

Copywriter – Freelance

Broadcast for Sony Pictures, Warner Home Video, Lions Gate and Starz Media

I wrote movie and television trailers for both the film and release-to-DVD/Blu-ray divisions. Four of the movies I wrote for raised over \$135M in domestic home sales.

DANI KOLLIN

Creative Director | Copy • danikollin.com • 310.387.3272

Author:

The Unincorporated Man, Tor Books

The Unincorporated War, Tor Books

The Unincorporated Woman, Tor Books

The Unincorporated Future, Tor Books

Grim Tales of the Brothers Kollin, Wordfire Press

Chemistry, Chaos & Steam: A Magistry of Dunces, Wattpad

What's in a Name? Scholastic Inc.

My Very First Dreidal, Piggy Toes Press

Extracurricular

Endurance cyclist, standup paddle boarder, and surfer

Member of: UCLA Alumni Association, Science Fiction and Fantasy Writers of America,
Surfrider Foundation