

## Contact

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(LinkedIn)

## Top Skills

Creative Direction

Advertising

Digital Marketing

## Languages

Italian

English

## Honors-Awards

Effie Award

Student Academy Award Nominee

American Gem Script Magazine  
Screenwriting Finalist

Multiple Telly Awards

Multiple Pollie Awards

## Publications

Narrative Strategies for Brand  
Building Part II: The brand story  
package.

How to Be More Creative

4 Pillars of Digital Marketing

Indie Sizzle & Hollywood Fizzle

Why Virtual Agencies Might Be More  
Creative

# Duke Greenhill

Creator of communications frameworks, campaigns and messaging that inspire growth, change behaviors and opinions, and move hearts and souls.

New York

## Summary

Award-winning creative and strategist, internationally published thought leader, builder of brand platforms, filmmaker, and teacher who leverages the power of story to lead, inspire and grow.

## BACKGROUND

Nearly 20 years of experience, with 13 in senior leadership positions, from New York City to Dallas to Washington, D.C. Savvy leader who recruits, develops, and leads teams from strategy to creation and execution to measurement. Creator of campaigns and messaging that inspire business growth. Widely recognized and published thought leader, higher education multi-department chair, teacher, and mentor/resource to teams, clients, and peers.

Experience working across communications media and disciplines for global Fortune 500 clients including MasterCard, Tiffany and Co., L'Oréal, Red Bull, the Government of Monaco, and others to increase profitability, stock price, market share and brand positioning. A proven creative and strategic communicator with the ability to leverage insights from analytics and research data to shape public conscience and emoJon – as evidenced by work on two U.S. presidential 527 campaigns, one regarded as having changed international opinion in only a few weeks.

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## Experience

Texas Christian University

Instructor

May 2022 - Present (1 month)

Fort Worth, Texas, United States

Greenhill+Partners | The Idea Factory

Chief Creative Officer, Strategist & Communications Officer, and Founder

May 2005 - May 2022 (17 years 1 month)

United States

Founded and grew a successful niche marketing and branding business. Created visual and messaging identities as well as social media, direct marketing, loyalty, and store experience campaigns for a variety of national and international clients.

- Built, led, developed, and inspired a team of ~30 full-time, part-time and contract employees located across the globe while maintaining an average 96% employee retention rate;
- Created and deployed effective business development and promotional campaigns that within four months resulted in invitations to pitch brands like Chanel, Swarovski, the Government of Monaco, Michael Bloomberg and others;
- Came to be regarded as a pioneering affluent audience expert appearing in multiple publications including Fast Company, The Telegraph, Luxury Daily, HubSpot, The Harvard Review and others;
- Leveraged entertainment and news industry savvy to tap into market zeitgeists and create communications assets that achieved >\$5M of media equivalency value and appeared on all major broadcast news networks and in many national newspapers.

Savannah College of Art and Design

Chair, Advertising & Branding and Graphic Design & Visual Experience

February 2018 - December 2021 (3 years 11 months)

Savannah, Georgia Area

In addition to teaching up to 10 courses each year, provide departmental vision and leadership toward achieving SCAD's

strategic goals including supporting SCAD's efforts in recruitment, retention, revenue/raising funds, recognition, research, and results and take measurable actions to differentiate the academic programs in my department to achieving number one status in each degree program.

- Elevated departments in national rankings to major number one spots and played key planning and executive role in the launch of a new school, the School of Business Innovation;
- Leverage expertise in PR and communications to enrich SCAD's reputation by writing about departments in major publications including The Wall Street Journal, Inc., Fast Company, and many others;

- Created, promoted and delivered presentations/ workshops that delivered vastly increased enrollment in departments, and one of which remains SCAD's most-watched workshop of all time;
- Led the development and implementation of school's first 100% online department and degree offering, and acted as special internal consultant and liaison with executive team regarding online learning strategy and tactics.

## JODesign, LLC

Vice President, Creative and Strategy (Integrated)

October 2016 - August 2018 (1 year 11 months)

Served as chief day-to-day executive for full-service marketing, public relations, and advertising firm with a regional, national, and international client list. Principal creative and strategic leader on all functions from writing, design, media and photo/video shoot direction to financial oversight, client relationship management and human resources.

- Created and managed execution of an agency marketing and business development plan including new brand positioning and messaging, and robust website marketing and advertising, to successfully grow agency revenue by >200% in less than two years, more growth than the agency had experienced in the 17 years prior;
- Wrote and published regular thought leadership articles in local, regional and national press, and spoke consistently at business events, which earned the agency >\$1M in exposure and earned media.

## R/GA

Senior Producer

February 2012 - August 2014 (2 years 7 months)

Greater New York City Area

Served as senior producer at the Digital Agency of the Decade, according to AdAge. Hired to service a single account but elevated within months to serve as an integrated consultant across multiple accounts and channels including traditional marketing, internet campaigns, video/TV, mobile applications, and social media.

- Co-developed and produced game-changing interactive social media campaign for Tiffany, which grew TCO stock prices by \$10 in less than a month;
- Served as integrated consultant on a mobile app, digital magazine and gamification campaign for L'Oréal resulting in an estimated 5.4% revenue growth in North America in only 52 weeks;

- Managed integrated campaigns for MasterCard across traditional, digital, event, PR, celebrity endorsement and experiential channels that resulted in a 300% increase in customer intent to use or switch to MasterCard.

### The New School

Curriculum Developer and Writer

January 2011 - December 2011 (1 year)

Greater New York City Area

Developed, planned and installed a first-of-its-kind writing course called Narrative Strategies for New Media, which pioneered the way for the now ubiquitous university courses that combine copywriting, journalism, content creation and screenwriting to teach the modern integrated strategic communications skill set.

### Columbia University in the City of New York

Assistant Instructor

January 2009 - December 2010 (2 years)

Greater New York City Area

Named Teaching Fellow by faculty selection – for which I taught graduate-level Ivy League students film and media production courses, and mentored students one-on-one; received excellent student and supervisor reviews.

- Intro to Film Production - Led first-year MFA graduate students through the development, funding, production and distribution of a studio feature film project and served as a project mentor
- Screenwriting One - Taught, mentored and advised first-year MFA graduate screenwriting students through workshop-based screenwriting course in which students authored several short films for a variety of media, as well as feature loglines, outlines and treatments

### Stevens Reed Curcio & Potholm

Production Manager / Creative Producer

February 2002 - January 2005 (3 years)

Washington D.C. Metro Area

Managed the production and creative departments of one of the nation's most prestigious political and corporate communications firms with an annual oversight of budgets >\$500M while developing and producing >300 campaign assets from traditional radio-TV-print to digital media.

- Independently managed all phases of creative development and production – from concept and execution to implementation and measurement – for major international, national and regional campaigns
- Deep-dove into audience and market analytics to concept, write and produce advertising that CNN called, “The best,” and which led to international publicity and new business opportunities
- Developed and deployed strategic creative and corporate communications campaigns, some of which are widely regarded to have drastically shifted international opinion

## CBS News

Assignments Editor and Producer

September 2000 - August 2002 (2 years)

Austin, Texas Area

Oversaw the development, production and distribution of timely content across digital, social, mobile and traditional broadcast channels in the fast-paced environment of a breaking daily newsroom. Originally hired as an intern and was elevated to this position in only four months.

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## Education

Columbia University in the City of New York

MFA, Film Production and Screenwriting · (2006 - 2009)

The University of Texas at Austin

Bachelor of Arts, Communications · (1998 - 2002)