

Simon Mullin

VP, Creative Director

Brooklyn, NY | c: 503.998.5553 | e: simonamullin@gmail.com | simonmullin.com | linkedin.com/in/simonmullin

SUMMARY

Creative director specializing in B2B financial services, with a track record of making complex products feel human, urgent, and worth paying attention to. Led creative teams at MSCI and American Express, built award-winning campaigns across digital, video, and paid media, and pioneered AI-powered production models that deliver agency-quality work at a fraction of traditional cost.

EXPERIENCE

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|--|--------------|----------------------------|
| Creative Director MSCI | New York, NY | July 2024–Present |
| <ul style="list-style-type: none">Built and lead the Campaign Creative division, assembling a team of 4 direct reports and managing multiple global agency relationships to deliver dozens of Tier 1 campaigns across digital, video, social, and paid media.Pioneered an AI-powered in-house film model using Runway AI, producing hero brand films for three business units (Indexes, Wealth, Private Assets) at a fraction of traditional production cost.Led a full Index brand repositioning campaign reframing MSCI indexes from passive benchmarks to strategic portfolio tools, generating 2.1M+ paid impressions, 659 qualified leads, and 218x growth in web traffic across LinkedIn, Google, the Financial Times, and ETF.com.Led multi-channel creative campaigns for MSCI Wealth and Private Assets, developing distinct messaging and visual identities for advisor, GP, and asset owner audiences.Developed an AI-powered creative operations model spanning campaign ideation, briefing, creative and content strategy, and workflow automation, allowing a lean team to punch well above its weight across multiple simultaneous campaigns. | | |
| Adjunct Professor New York University | New York, NY | November 2023–Present |
| <ul style="list-style-type: none">Teach graduate-level courses in document design, data storytelling, and social media creative at NYU's School of Professional Studies, developing curriculum from scratch and guiding students from ideation through portfolio-ready execution.Designed two original curricula focused on equipping professional writing students with the creative strategy, presentation, and pitching skills demanded by today's employers. | | |
| Creative Director American Express | New York, NY | April 2022–September 2023 |
| <ul style="list-style-type: none">Managed an award-winning team of 12 ACDs, copywriters, and designers to drive creative for the agency's largest B2B and B2C clients.Spearheaded the end-to-end creative process for all campaigns, including landing pages, email, social, out-of-home, photoshoots, and video.Developed scalable materials for the Centurion Lounge B2B sales team to secure premier partners and reduce content prep time by 50%.Ran 10+ agile scrum teams focusing on quick-turn B2B and B2C advertising, reducing time-to-market by an average of four weeks.Advised Bain & Co on the expansion of the agency, scaling from 23 to 100+ colleagues in 2 years and managing the team through change. | | |
| Associate Creative Director American Express | New York, NY | November 2019–April 2022 |
| <ul style="list-style-type: none">Established the in-house agency's first copywriting team, and managed and mentored a group of 7 UX and digital copywriters.Led concept development and messaging strategy for experiential marketing, including the US Open and The American Express™ Golf.Overhauled Amex mobile app marketing initiatives across web, social, and email, leading to a 30% increase in mobile app downloads YoY. | | |
| Senior Copywriter American Express | New York, NY | October 2017–November 2019 |
| <ul style="list-style-type: none">Managed a cross-departmental initiative to develop a comprehensive tone of voice and editorial style guide for 68,000+ global colleagues.Created and implemented a streamlined process for writing 3,000+ of legally approved marketing claims used worldwide. | | |
| Senior Copywriter NYCEDC | New York, NY | May 2016–September 2017 |
| <ul style="list-style-type: none">Wrote, produced, and hosted the monthly <i>Economic Snapshot</i> podcast, distilling complex economic data into thought-provoking insights. | | |
| Copywriter SHOWTIME Networks | New York, NY | June 2015–May 2016 |
| <ul style="list-style-type: none">Piloted the ideation, development, and launch of the email marketing program for SHOWTIME's over-the-top streaming service. | | |
| Copywriter Martha Stewart Living | New York, NY | June 2013–June 2015 |
| <ul style="list-style-type: none">Ghostwriter for the brand's most prominent personalities, including Martha Stewart, Sarah Carey, and Emeril Lagasse. | | |

EDUCATION

Miami Ad School Creative Direction	2023
University of Chicago Editing	2018
New York University BA, Politics	2009

AWARDS

ANA Financial Services & Best Use of AI MSCI "What If an Index?" Campaign Finalist (winner announced June 2026)	2026
ANA In-House Excellence Award Amex Tap-to-Pay OOH Campaign	2023
BizBash: Most Innovative Brands Amex Platinum Card Branding	2020
Shorty Award for Financial Services Amex #BackOurOceans Campaign	2020
Webby Award for Best Lifestyle Category Martha Stewart Living	2014 & 2013