# CODY KLIPFEL

Dallas, TX | codyklipfel@gmail.com | linkedin.com/in/codyklipfel | brandbuilderportfoliocody.company

## SENIOR CREATIVE STRATEGIST & BRAND DIRECTOR

**Brand Interpreter | AI-Enabled Creative Strategist | Campaign Architect**

I translate complex brand identities into clear, emotionally resonant creative systems. With 15+ years spanning agency environments, in-house brand leadership, and independent consulting, I build the strategic and executional bridge between what a brand is and what its audience feels. I deploy AI tools not as shortcuts, but as amplifiers of creative judgment.

## CORE COMPETENCIES

Brand Strategy & Positioning | Creative Direction & Campaign Development | AI-Enabled Content Systems | Integrated Marketing Communications | Client & Stakeholder Management | Cross-Functional Team Leadership | Digital & Social Strategy | Brand Identity Development | Account Management | Business Development

## PROFESSIONAL EXPERIENCE

**Pub Creative - Dallas, TX** - ***Award winning creative studio, designing world-class content***
**Creative Strategist & Brand Director | 2019 – Present | Reports to Founder/Creative Director**

• Audited and repositioned 12+ brand clients, delivering brand voice guides, social playbooks, visual identity frameworks, and campaign blueprints that reduced client onboarding time.
• Led end-to-end creative strategy with Hospitality Alliance for brand campaigns, producing content systems that increased engagement rates across social and owned brand channels.
• Partnered with San Martin Bakery to develop seasonal campaign narratives aligned to seasonality and product drops; content drove a measurable lift in organic social reach.
• Directed creative for Snaps Clothing brand refresh, defining tone-of-voice, visual direction, and launch campaign assets from brief through delivery.
• Developed and deployed ClearSite, an original and completely unique AI-powered competitive landscape product and brand IP.
• Assisted in building repeatable AI-enabled content workflows using Perplexity, Gemini, ChatGPT, Midjourney, and Claude; reduced content production costs by an estimated 40% without sacrificing creative quality.
• Managed a distributed creative team of 4-6 freelancers across copywriting, design, and video; delivered campaigns on time and within budget across 95% of engagements.
• Produced brand strategy decks, pitch presentations, and go-to-market playbooks for new business pitches; converting San Martin Bakery, Snaps Clothing Co., Hospitality Alliance into retainer agreements.
• Established a personal brand platform (brandbuilderportfoliocody.company) that generates inbound inquiries and serves as a live demonstration of AI-integrated & creative capability.
• Designed and developed a content scorecard (pubcontentscorecard.com) that also generates inbound inquiries and serves as an alignment tool for content strategy teams.
• Guided creative team for a sophisticated line-art animation project inside American Airlines headquarters to inspire employees and audience to dream of flight.

**Brandmovers - Atlanta, GA (Remote) - The global leader in digital engagement**
**Director of Business Development | 2011 – 2014**
• Facilitated multiple integrated marketing campaigns for national QSR, lifestyle, hardware, CPG and retail clients, translating customer behavior data into creative briefs that improved campaign relevance scores.
• Collaborated with internal strategy, UX, creative, and media teams to align creative output and campaign design; ensured messaging consistency across all client touchpoints.
• Led creative concepting for Tier 1 clients, helped produce strategic promotions for contests, sweepstakes and games for brand and product engagement.
• Earned the Mover & Shaker award - Brandmovers' internal recognition for exceeding sales quota and ranking as the highest-grossing business development contributor on the team. Q1, Q2 - 2013

**KlipCo Creative Consulting - Dallas, TX**
**Founder & Brand Strategist | 2014 – 2019**
• Founded and operated an independent brand consultancy serving regional clients across commercial real estate, a national equine association, and energy verticals.
• Delivered visual assets, brand video, logo & design direction, for 5+ client engagements while working full time as a mineral acquisition specialist & marketing liaison for Pony Oil. (De La Vega, Pony Oil, NRHA)
• Supported Pony Oil with brand narrative development and brand story video & website, building a messaging framework adopted by the founding team.
• Managed full client lifecycle - from discovery and strategy through creative execution and final delivery - with zero external project management support.

**WebbMason Marketing - Hunt Valley, MD (Dallas office)**
**Marketing Communications Manager | 2015 – 2016**
• Managed integrated marketing communications for a portfolio of B2B and B2C clients, overseeing print, digital, and promotional campaigns from brief through delivery.
• Trained internal team on digital and integrated marketing practices and social media.
• Coordinated cross-functional production teams across design, print, and fulfillment to deliver campaigns on schedule.

**EARLY CAREER - Sales & Business Development | 2005 – 2011**
**Prior to transitioning into marketing and creative strategy, built a 6-year foundation in B2B sales and national account development across media, print, technology, distribution and services industries.**
• TTI, Inc. *A Berkshire Hathaway Company* - National Sales Rep. | 2006 – 2007: Managed business development across 500+ accounts in the Northeast.
• Ohh Media! - Senior Sales Executive | 2008 – 2010: Generated leads, identified market trends, and drove new business across strategic markets.
• Performance Printing Companies - National Account Executive | Jan – Jul 2008: Outside sales for a specialty substrate printing company.
• Cintas - Sales Executive | 2010 – 2011: Introduced new products and promoted business solutions to commercial clients.
• RetailComm - Business Development | Feb – Jun 2011: Supported brand-to-marketplace connection strategies for promotional events, incentive programs, and fulfillment execution.

## EDUCATION

**Texas Christian University - Fort Worth, TX**
Bachelor of Science - BGS, Marketing/Management | class of 2005
Division 1 *Athlete - Men's Soccer*

## SKILLS & TOOLS

AI & Automation: ChatGPT, Claude, Midjourney, Perplexity, Lovable
Creative & Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva
Marketing & CRM: HubSpot, Mailchimp, Meta Ads Manager, LinkedIn Ads
Project Management: Asana, Notion, SalesForce
Strategy Frameworks: 90 Day Brand Sprint, Funnel Focused Storytelling, Content Hierarchy Mapping

## SELECTED HIGHLIGHT PROJECTS

• **TABLE with Bruno Verjus - Documentary-Style Brand Film**
Brand Interpreter and producer for a lifestyle documentary on a top Paris restaurant. Led story development, creative direction, and communications strategy to deepen global brand awareness and cultural mythos - a brand-building piece, not an advertisement.
• **Scrap-It - AI-Driven Product & IP Development**
Strategic and creative lead for an AI-powered product treated as core intellectual property. Aligned product vision, UX, and brand narrative while orchestrating collaboration across creatives, developers, and AI architecture teams.
• **Snaps Clothing Company - Seasonal Content System**
Built an integrated content system and asset library of stills and video to fuel a full season of storytelling. Directed micro-campaign shoots - handling styling, talent, and location - to maintain a cohesive visual world across channels.
• **Lexus x Howler Bros / Snaps / Diamante Eco Adventure Park - Brand Experience Extension**
Acted as super connector and strategic partner, introducing Lexus to lifestyle and experience brands. Enabled apparel collaborations, content production, and experiential tours that extended the brand into culture and adventure.
• **Serious Fun Creative Club - Fashion & Community Identity**
Designed fashion pieces and branded merchandise for Pub Creative's internal creative community, building a shared visual identity that reinforced the studio's positioning and gave creatives a sense of belonging.

## Professional Certifications & Licenses (18 Total)

**AI & Emerging Technology**
• What Can AI Do for Marketing? - Emory University | Feb 2025
• Master of Jasper AI - Coursiv | Jan 2026
• Master of Chat GPT - Coursiv | Jan 2026
• Master of Claude - Coursiv | Dec 2025
• Master of DeepSeek - Coursiv | Nov 2025
• Stable Diffusion AI Certificate - Coursiv | Nov 2025

**Google Digital Marketing (Jan 2025)**
• Google Digital Marketing
• E-commerce Specialization
• Digital Marketing, E-commerce, Email
• E-Commerce Stores
• Likes to Leads: Online Customers
• Loyalty, Analytics and Measurement

**Platform Recognition**
• Lovable - Verified Connected App Partner; designs and publishes websites, landing pages, and portfolios using Lovable's AI-powered conversational development platform

*not all certifications and licenses are listed, see LinkedIn page