

CODY KLIPFEL

Brand Interpreter / AI-Enabled Creative Strategist

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PROFESSIONAL SUMMARY

Cody Klipfel is a Brand Interpreter and AI-enabled Creative Strategist who works on the agency side with menswear, lifestyle, and purpose-driven brands - reading the DNA of a company fast, then building the campaigns, content systems, and partnerships that make that identity visible and felt.

Where most strategists hand off a brief, Cody stays in - from concept through shoot direction, social architecture, and AI-integrated workflows - so the work that ships actually matches the brand worth building.

He's also a rare super connector: the person who sees where two brands, ideas, or people belong together before anyone else does. Past introductions have led to branded Land Cruiser campaigns & Lexus Racing merchandise - the kind of collisions that become campaigns, partnerships, and revenue, not just conversations.

CORE SKILLS

Brand & Creative Strategy

Brand positioning and narrative - Campaign architecture - Documentary-style branded content - Social and content ecosystems - Hospitality, lifestyle, fashion, technology

AI-Enabled Marketing

AI-assisted concepting and copy - Vibe Coding - Prompt design and orchestration - AI-powered content workflows - Collaboration with AI architects and dev teams - Translating AI capability into brand-safe experiences

Content Direction & Production

Creative direction (photo/video) - Story development - Micro-content and social - Location scouting, styling, casting, and on-set direction - Asset library and content system design

Leadership & Partnerships

Client partnership and consulting - Cross-functional team leadership - Brand collaborations and sponsorships - Relationship building and introductions that lead to campaigns, merch, and experiential work

EXPERIENCE

PUB CREATIVE — Brand Interpreter / AI-Enabled Creative Strategist

Dallas, TX · 2019–Present

Reports directly to Founder / Creative Director

Award-winning creative studio designing world-class content that connects people to brands, places, products, and ideas.

- Serve as lead Brand Interpreter for menswear, lifestyle, hospitality, and purpose-driven brands, defining narrative, visual language, and content architecture across campaigns, social, and digital.
- Produced a lifestyle documentary centered on TABLE with Bruno Verjus, a two-Michelin-star Paris restaurant, leading story, creative, comms, and cross-border collaboration to build a narrative that feels like a film, not an ad.
- Led content strategy and execution for Snaps Clothing Company, building a seasonal asset library (hero images + brand video) that powered brand storytelling across campaigns and channels; directed micro-shoots end-to-end (styling, talent, locations, creative direction).
- Managed hospitality brands and digital storytelling for Hospitality Alliance (three restaurants, two cocktail bars, and a food hall), aligning each concept's identity with a cohesive portfolio-level narrative and a brand playbook.
- Brought in and led the AI-driven Scrap-It product as core IP, guiding designers, developers, and an AI architect to build a differentiated technology experience aligned with the brand's ethos and growth goals.
- Act as AI-enabled creative partner—designing prompts, workflows, and content systems that blend human creative judgment with AI speed to deliver faster iterations without sacrificing craft.
- Introduced Toyota to Howler Bros and Snaps Clothing Company, enabling collaborations from Land Cruiser storytelling to Lexus Racing merch for enthusiasts, and sparked a Costa Rica activation conversation between Lexus leadership and Diamante Eco Adventure Park.

BRANDMOVERS — Senior Promotions & Experiential Strategist

Remote from Atlanta, GA · July 2011 - 2014

- Led concepting and strategy for consumer contests, promotions, sweepstakes, and games across CPG, retail, hardware, and lifestyle brands.
- Partnered with brand and shopper teams to transform promotions into narrative-driven experiences—supporting awareness, trial, and loyalty.
- Managed cross-functional delivery with legal, dev, and fulfillment, ensuring on-brand execution, smooth CX, and measurable outcomes.

SELECTED HIGHLIGHT PROJECTS

- **TABLE with Bruno Verjus – Documentary-Style Brand Film**
Brand Interpreter and producer for a lifestyle documentary on a top Paris restaurant, leading story, creative, and communications to deliver a piece that deepens global awareness and brand mythos rather than traditional advertising.
- **Scrap-It – AI-Driven Product & IP**
Strategic and creative lead for an AI-powered product treated as core IP-aligning product vision, UX, and brand narrative, and orchestrating collaboration between creatives, developers, and AI architecture.
- **Snaps Clothing Company – Seasonal Content System**
Built an integrated content system and asset library of stills and video to fuel a season of storytelling; directed micro-campaign shoots, handling styling, talent, and location to maintain a cohesive visual world.
- **Lexus x Howler Bros / Snaps / Diamante Eco Adventure Park**
Acted as super connector and strategic partner, introducing Lexus to lifestyle and experience partners that enabled apparel, content, and potential experiential tours—extending the brand into culture and adventure.
- **Serious Fun Creative Club – Fashion & Community**
Designed fashion pieces and branded merchandise for Pub Creative’s Serious Fun Creative Club to create a “safe place” and shared identity for creatives, reinforcing the studio’s positioning and community.

EDUCATION & CERTIFICATIONS

- Multiple AI certifications (including programs through Emory University) focused on AI in marketing, content, and strategy.
- Ongoing professional development in brand strategy, creative direction, and AI-driven marketing.
- Bachelors from Texas Christian University, Division I Athlete -Varsity Soccer 