



Mark Anthony Simon

Creative Director/Writer/Optimist

C: 586-764-0551 E: itsmarksimon@gmail.com

EXPERIENCE:

Partner - wheel+spoke

2022 - present

An award-winning collective of creative thinkers and doers whose purpose is to generate business success for brands. Recent new business wins include Merrell and The Fire & Smoke Society.

Partner - Soul Motor Co.

2019 - 2022

I started an agency for clients looking for a new model—one that's more agile, more efficient, and more capable of delivering strategy and content that breaks through.

Chief Creative Officer - Yaffe & Co.

2016 - 2019

Led new business wins on Walsh College, Michigan Department of Education, Veterans of Oakland County, and Grand Home Furnishings.

Chief Creative Officer - Campbell-Ewald

2010 - 2016

I led an integrated, award-winning team of 100+ people in offices in New York, Los Angeles, Detroit, and San Antonio.

Executive Creative Director - Campbell Ewald

2000 - 2010

Helped transform the Campbell Ewald brand beyond legacy client Chevrolet. Led 26 winning pitches resulting in over \$1 billion in revenue, including the U.S. Navy, Kaiser Permanente, Michelin, the U.S. Postal Service, LifeLock, USAA, New York Tourism, Travelocity, and Harley-Davidson.

Senior Partner/Creative Director - Bozell/FCB

1996 - 2000

Creative Director on Chrysler, Plymouth, and Jeep. Re-launched the legendary Chrysler 300 and developed a multi-products group that was named AOR for Little Caesars.

Senior VP/Creative Director - Y&R

1993 - 1996

Creative lead on Lincoln-Mercury, Lionel Trains, and the Detroit Tigers.

Senior VP/Group Creative Head - Doner

1987 - 1993

Heavy retail experience, including 7-Eleven, Canadian Tire, Hygrade, Giant Eagle Supermarkets, and Eckerd Drugs.

OTHER STUFF YOU MIGHT FIND INTERESTING:

One of the featured speakers at the Cannes Advertising Festival. The theme was "Detroit: Reboot. How Creative Thinking and Hard Work are Helping Detroit Make a Comeback."