

Grellan Harty

Creative Director

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PROFESSIONAL SUMMARY

Visionary creative director with 15+ years of experience leading award-winning digital and social campaigns for global brands.

- **Creative Direction:** Delivering innovative campaigns that drive engagement
- **Content Strategy:** Aligning brand messaging with evolving platform trends
- **Leadership:** Mentoring junior creatives and managing cross-functional teams
- **Brand Storytelling:** Crafting compelling narratives across social/digital/retail

CORE SKILLS

Creative Leadership

Creative Direction | Team Mentorship | Cross-Functional Collaboration | Brand Stewardship

Content Development

Copywriting (Digital/Social/Video) | Screenwriting | Editorial Writing | Brand Messaging

Campaign Execution

Social Media Strategy | Influencer Marketing | Retail Activations | A/B Testing

Tools & Platforms

Adobe Creative Suite | Social Media Analytics | Project Management Tools | AI Tools

PROFESSIONAL EXPERIENCE

Global Creative Director

Vertiv – 2025–Present | Columbus, OH

- Lead a 30-person global in-house marketing agency elevating the Vertiv brand
- Partner outside partners to support global/regional marketing needs
- Produce brand creative across digital, print, video, performance and experiential/events

Creative Director

Razorfish – 2021–2024 | Los Angeles, CA

- Transformed businesses by creating, overseeing, and delivering impactful digital and social campaigns that drive growth for Kia, Ticketmaster, Reliant Energy, NY Life, Wellington Asset Management, and Samsung

- Mentored, and trained junior writers in mastering the brand voice for high-profile clients such as Samsung, Ticketmaster, and other major clients

Associate Creative Director

Razorfish – 2019–2021 / *Los Angeles, CA*

- Directed Samsung's North American retail launch campaigns (Best Buy, Target)
- Developed flagship product Samsung messaging toolkit adopted by multiple agencies

Associate Creative Director

Freelance – 2015–2018 / *Los Angeles, CA*

- Led creative projects for Publicis Sapient, Rosewood Creative and Brierley+Partners
- Wrote the Lululemon Father's Day social campaign garnering press coverage

Associate Creative Director

Mirum – 2014–2015 / *Los Angeles, CA*

- Directed 5+ influencer production shoots for Unilever brands
- Developed digital shopper campaigns driving sales across Target/Walmart.com

Senior Copywriter

Deep Focus – 2011–2013 / *New York, NY*

- Pioneered real-time social newsroom for brands such as Purina and Pernod Ricard
- Mentored 5 junior writers while creating 300+ social assets for Pernod Ricard

Senior Copywriter

DIRECTV – 2009–2011 / *New York, NY*

- Played a pivotal role in developing and delivering compelling copy for Directv.com website
- Managed 8 concurrent projects with 100% on-time delivery

Copywriter

Freelance – 2008–2009 / *New York, NY*

- Created Smartwater Tom Brady Campaign driving engagement 130% above benchmark
- Created omni-channel content for Chase Bank reaching 5M+ monthly impressions

Copywriter

R/GA – 2006–2008 / *New York, NY*

- Conceptualized and wrote engaging content for Nike Basketball and Soccer
- Contributed to 25% traffic growth for NikeBasketball.com through SEO

EDUCATION

BA, Economics & History

Washington and Lee University, Lexington, VA

PUBLICATIONS

ESPN | FOX Sports | NBA.com | Gawker | Scriptapoolza Screenplay Finalist