

# DANIEL ZIGULICH

BUILDER ▪ DOER ▪ FIXER

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INGENIOUS | INNOVATIVE | STRATEGIC | RELENTLESS | TEAM DRIVEN

Energetic and driven **Creative Executive** with a wealth of knowledge built from deep agency, client side, and entrepreneurial success. Track record of results in all areas of traditional and digital, domestic and global advertising, marketing, and execution. Innovative mastermind, having formed from the ground up, an award-winning creative services company. Proven success building brands, teams, and driving revenue. Demonstrated expertise include:

- ◆ Strategic Brand Positioning
- ◆ Creative Development & Execution
- ◆ Domestic & Global Leadership
- ◆ Organizational Management
- ◆ Process Improvements & Optimization
- ◆ Revenue Generation / Growth

## PROFESSIONAL EXPERIENCE

**PAYLESS SHOESOURCE** | Topeka, KS

2011-present

**VICE PRESIDENT - GLOBAL CREATIVE ADVERTISING**

Hand-picked to bring a new perspective, apply creative expertise and proven organizational, business, and strategic experience to overhaul company's complete advertising and branding strategy, creative output, and internal infrastructure. Manage Digital Agency, Domestic General Market Agency, Domestic Hispanic Agency, and International Advertising Agency.

### RESULTS

- Increased Google trend search 150%
- Exceeded Sales launch plan 32%
- Led cross-channel market integration
- \$5M Budget give back within 18 months
- Propelled Kangaroo to #1 in Company & Best of Brandtale in Fashion Vertical
- 30% & 16% Savings in TV & Print Production

### KEY ACCOMPLISHMENTS

- ◆ **Champion of company's social/digital marketing evolution**
  - ✓ Shifted focus to include social channels, email, and ecommerce: Facebook, Instagram, Twitter, Pinterest, and online publishers such as the Onion.
  - ✓ Integrated positioning, messaging, and creative across all channels TV, Social, Email, Ecom, POP, CRM, and more.
  - ✓ Leveraged social channels to launch new product.
- ◆ **Spearheaded company's brand positioning** - selected and led team to develop and execute unique consumer-centric positioning, then spearheaded national agency search.
- ◆ **Developed and launched creative worldwide strategy** - new global multi-channel advertising campaign which included ecommerce, mobile and tablet initiatives, on-line social program, email, loyalty, direct mail, in-store marketing, and more.
- ◆ **Transformed and completely restructured a disjointed, over-staffed, and over-processed organization.** Promoted generation of ideas and solutions from staff resulting in empowerment, ownership, and financial windfall.
- ◆ **Petitioned and completely converted Sr. leadership's opinion,** achieving consensus on the true financial gains and value of a previously perceived expensive liability.

**FCB** | Chicago, IL

2008-2011

**EXECUTIVE VICE PRESIDENT - DIRECTOR OF CREATIVE PRODUCTION SERVICES**

Managed industry's largest creative production organization. Increased quality of creative output, and blended/streamlined digital and traditional departments: Print; Print Studio; Digital; Broadcast; Visual Post-production.

### RESULTS

- 25%-40% Savings on Global Production
- 7%-10% Increased Revenue for Profit Center Studios
- 10% Increased Revenue in 1<sup>st</sup> year

### KEY ACCOMPLISHMENTS

- ◆ **Transformed compartmentalized, siloed organization of 235 staff,** into a united cohesive department with a unified vision that increased revenue and reduced expenses.
- ◆ **Boosted social / digital business on clients** - Kmart, Sharpie, BlueCross BlueShield.
- ◆ **Served as Change Agent** - spearheading change from a traditional agency process into one of global perspective and social / digital inclusion.
- ◆ **Captured incremental business worth \$2M** - S.C. Johnson and MillerCoors.
- ◆ **Improved work flow, resource sharing, and minimized duplication** by implementing cross training and disciplined communication programs within department and agency.
- ◆ **Initiated global production process** by demonstrating to clients ability to reduce costs and maintain quality.

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*"In my 33 years of building marketing teams Ziggy stands out as the most infectious spirit I've ever seen in a work place. We asked him to reinvent himself on numerous occasions to fill the needs of the organization...he came through every time. He always will."*

Mitch Engel, Former Managing Dir., FCB

**Z-GROUP FILMS LTD. | GENERATOR INC.** | Chicago, IL / Los Angeles, CA  
CREATIVE EXECUTIVE PRODUCER / PRESIDENT / FOUNDER

1998-2008

Built an award winning production and creative services company from the ground up with revenues reaching \$10M within just 8-years. Targeted and captured blue-chip advertising clients such as Leo Burnett, BBDO, DDB, Saatchi & Saatchi, Ogilvy & Mather, FCB, J. Walter Thompson, Dieste.

**NOTABLE AWARDS**

- Webby
- CANNES Short List
- Sundance Film Festival
- AICP
- Addy

**KEY ACCOMPLISHMENTS**

- ◆ Established company's brand positioning and led all external and internal marketing initiatives to successfully launch company and maintain cutting-edge marketplace position.
- ◆ Mastermind of creative ideas used to enhance portfolio and attract blue-chip clients.
- ◆ Opened offices in Chicago and Los Angeles, creating network of associated companies to facilitate global expansion to East Coast, Canada, Europe, and South America.
- ◆ Featured in Shoot Magazine as new company to watch.
- ◆ Concurrently launched and led a direct to client creative services company, Generator Inc., and a multicultural production company, El Grupo Zeta.

*"Dan is a rare combination of someone who's worked all sides of the industry – a person who's built his own successful award winning creative company from the ground up – a person who took over America's largest creative service department and drove it to another level of excellence. Regardless of the positions there is one thing in common – he's done them all with passion, enthusiasm, and compassion."*

Rob Sherlock, Global Exec Creative Dir., ASATSU; former EVP, Chief Creative Officer, FCB

**FOOTE CONE & BELDING ADVERTISING (FCB)** | Chicago, IL  
VICE PRESIDENT - INTERNATIONAL MANAGEMENT DIRECTOR (1996-1998)

1982-1998

Promoted into role to retain an exiting client. Built and led team which successfully transformed break-even returns to 30%+ profitability for agency. Drove billables from \$13M to \$35M within just 6-months, to over \$49M in 3-years. Led creative and agency pitch team to secure business. Provided strategic stewardship, developed and executed creative strategies, and coordinated 40-50 staff located in offices worldwide.

**RESULTS**

- 17% - 20% Profit Increases over 3 consecutive years
- 7% Increased Annual Comp Sales

**KEY ACCOMPLISHMENTS**

- ◆ Spearheaded key client's transformation to consumer-centric versus product/price-driven marketer. Fostered understanding of consumer insights for brand throughout matrix of agency and client teams.
- ◆ Revitalized stewardship positioning with implementation of new strategy resulting in annual comp sale increases versus downward comp trend for previous three years.
- ◆ Aligned internal matrix of offices and services to better service and support client needs. Served as single point of contact for network of global FCB agencies.

**VICE PRESIDENT - EXECUTIVE PRODUCER (1991-1996)**

Encouraged by management to develop comprehensive perspective of advertising and communication process, and hone creative skills. Fast-tracked from associate to executive producer within five years. Produced, authored, and executed commercial production for clients such as Coors Brewing, Kraft Foods, S.C. Johnson & Son, Taco Bell, Payless ShoeSource, Kimberly Clarke, Miles Labs.

**PRIOR**

Writer / Producer - Agency Clients: Kimberly Clark; Payless ShoeSource; Coors Brewing; Kraft Foods  
Account Supervisor - Coors Brewing; Coors Light Brand; Rocky Mountain Spring Water  
Account Executive - Kraft Foods

**EDUCATION & OTHER**

Master of Arts, Student Personnel and Higher Education, Ball State University, 1980  
Bachelor of Arts, Communications and Coaching, Lewis University, 1979  
Hyper Island Digital Training  
FCB Advanced Leadership Training | Payless ShoeSource Senior Leadership Team  
University of Kansas Marketing Department, Board of Advisors and Guest Lecturer  
Executive Sponsor, Corporate Diversity Program