

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. Successful build of entire creative, project management, media and digital production department. 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

NORTHWESTERN MEDICINE | Chicago, IL

SR. DIRECTOR PAID MEDIA, CREATIVE & MARKETING SERVICES

2017-Present

Recruited based on deep and broad experience building creative and process teams including but not exclusive to teams that generate creative content, manage and operate digital channels, design, video & audio production, project management, paid media and more. Tasked with building not only necessary staff but full in-house physical production, postproduction, podcast and sound stage facilities. Inherited staff of about 20 and grew to a staff of about 60 plus. Completely created groundbreaking system and marketing services within an organization that historically outsourced and relied on external vendors. We not only improved the work but are saving the organization millions of dollars.

RESULTS

- Significantly reduced agency expense
- Significantly reduced production expense.
- Significantly reduced inherited operating budget.
- Integrated decentralized marketing and system services into one team

KEY ACCOMPLISHMENTS

- ◆ **Champion of initiating/building a new business unit against STRONG headwinds**
 - ✓ All of what we created at Northwestern Medicine never existed at NM.
 - ✓ NM is a medical organization with very little to no experience/expertise in anything related to digital channels, creative services, project management, production challenges etc. Possibly the biggest accomplishment was simply having a strategy, persistence and focus to accomplish what we accomplished working with the Office of the CEO, Finance, IT, the Clinical Teams and many more.
 - ✓ Educating and aligning the necessary Senior leadership to a point of agreement to implement and continue progress to achieve our goals. This is hard to explain but it was a full-time challenge and balancing act, not to mention getting the work done.
 - ✓ Build out of human capital, process and physical facilities needed to accomplish our goal of bring a great majority of our service needs in house.

PAYLESS SHOESOURCE | Topeka, KS

VICE PRESIDENT - GLOBAL CREATIVE ADVERTISING

2011-2017

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.

"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

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 1st 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.

Z-GROUP FILMS LTD. | GENERATOR INC. | Chicago, IL / Los Angeles, CA 1998-2008

CREATIVE EXECUTIVE PRODUCER / PRESIDENT / FOUNDER

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.

FOOTE CONE & BELDING ADVERTISING (FCB) | Chicago, IL

1982-1998

VICE PRESIDENT - INTERNATIONAL MANAGEMENT DIRECTOR (1996-1998)

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.

"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

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