

Jude Huzicko

Group Creative Director | Concepting, Branding, Digital Marketing, Campaigns, UX

(p) 415.530.6314

(e) judehuzicko@gmail.com

(w) [PORTFOLIO](#) | [LINKEDIN](#)

SUMMARY

Jude is a conceptual Group Creative Director with over 25 years of experience in digital marketing, content creation, production, and product development, and he is passionate about delivering engaging and impactful stories across multiple channels and categories.

As a creative leader, Jude oversees the development and execution of content strategies and campaigns that drive brand awareness, loyalty, and growth. He also mentors and manages high-performing teams and fosters a collaborative and innovative work environment. Jude has a proven track record of creating award-winning and data-driven content that resonates with diverse audiences and meets business objectives.

WORK HISTORY

Creative Director, Copywriter

Freelance

January 2011 - Present

Creative and marketing consultant: marketing, strategy and execution, brand and content development, copy and scripting, UX.

SELECT BRAND ROSTER: Rocket Auto, Abercrombie, Victoria's Secret, Facebook, Keurig, La Aurora

Group Creative Director

Pace Communications

August 2021 - October 2023 | Remote

DUTIES: Directed art and copy tones and styles, and worked them from strategy and concept, through development and execution.

SELECT BRAND ROSTER: 7-Eleven, Honda/Acura, AAA, Liberty Hardware

Executive Creative Director

mandarin9

February 2018 - March 2019 | Beijing, CN (Contract)

Duties: Planned and led the strategy and execution for the global product launch of an entertainment and education platform that included a full production of an original web series, marketing strategy and execution from identity to analysis, and a ground-up product build that included dynamic account functionality and e-commerce experience in both B2B and B2C engagements.

Group Creative Director

Tesla (SolarCity)

November 2014 - August 2016 | San Francisco, CA

Duties: As Creative Director for SolarCity (the environmental arm of Tesla), I led marketing efforts to evangelize the company vision to drive new business across both B2C and B2B. I hired and developed a cross-disciplinary team of 25 direct reports, whole reducing agency cost, and created marketing campaigns and content to support all internal business channels.

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Lead, Creative Copy and Content

Isobar

May 2013 - June 2014 | New York, NY

Select Brand Roster: La Prairie, Comedy Central, HBO, MSG, Marc Jacobs, Scottrade

Creative Copy Director

POSSIBLE

June 2009 - January 2013 | Cincinnati, OH

Duties: Co-lead the rebrand of two blue chip CPG companies in addition to campaign work on their products.

Select Brand Roster: P&G brand and products (AOR), J.M. Smucker and products (AOR)

Creative Copy Supervisor

Talbots

Sept 2007 - Dec 2008 | Boston, MA

Duties: Digital, Store Marketing

Copy Supervisor

Bath & Body Works

July 2003 - Sept 2007 | Columbus, OH / New York, NY

Duties: Flagship, C.O. Bigelow

Sr. Copywriter

Gerbig, Snell/Weisheimer and Associates

May 2001 - June 2003 | Columbus, OH

Copywriter

MC² Interactive

April 2000 - May 2001 | Columbus, OH

Select Brand Roster: Honda, Lane Bryant, Haworth Furniture

Awards:

- 3 W3
- 1 Effie
- 2 Webby
- Little Black Book Write-up

Education:

Indiana University (Bloomington, IN)

B.S., Zoology