
ADRIAN DICKERSON

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Summary

Award-winning global brand, creative, and integrated marketing executive with 18+ years of experience leading transformative brand strategy, integrated marketing, omnichannel campaigns, and creative operations for premium consumer brands across in-house and agency environments. Proven track record of scaling brands, accelerating revenue growth, and building high-performing creative organizations that connect storytelling with measurable business outcomes.

Currently leading global brand and integrated creative strategy at Saatva, where I helped grow annual revenue from \$200M to more than \$600M while increasing unaided category awareness from under 1% to 8%+ in a highly competitive and declining category. Spearheaded the company's largest brand repositioning initiative, transforming Saatva into a premium restorative sleep and wellness authority through integrated storytelling, athlete partnerships, performance-driven creative, and omnichannel marketing leadership.

Extensive expertise across brand transformation, executive storytelling, creative direction, retail marketing, CRM, digital strategy, social media, experiential marketing, performance creative, and customer engagement. Known for building scalable creative systems, mentoring multidisciplinary teams, and partnering with executive leadership to align marketing strategy with long-term business growth objectives.

Recognized globally for award-winning campaigns and creative innovation for brands including American Express, Mars, Inc., Pfizer, Dell, and Chipotle.

Skills

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| • Global Brand Strategy | • Digital Marketing Strategy | • Brand Transformation |
| • Integrated Marketing Leadership | • CRM & Lifecycle Marketing | • Customer Acquisition |
| • Creative Direction | • Retail & Showroom Marketing | • Influencer & Partnership Marketing |
| • Omnichannel Campaigns | • Cross-Functional Leadership | • Content Strategy |
| • Brand Positioning | • Creative Operations | • Go-To-Market Strategy |
| • Performance Marketing | • Campaign Development | • Creative Production |
| • Consumer Engagement | • Executive Communication | • Growth Marketing |
| • Storytelling & Messaging | • Team Leadership & Mentorship | • Audience Development |
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Experience

Associate Creative Director to Creative Director

2021 to Present

Saatva- Premium DTC Luxury Sleep & Wellness

Austin, TX (Remote / Global Brand)

- Directed enterprise brand and creative strategy for the master Saatva brand and portfolio sub-brands, leading in-house teams across copy, design, video production, and creative operations to support revenue growth from \$200M to \$600M+ between 2021–2026.
- Spearheaded Saatva's largest-ever brand repositioning, launching the "Luxury of Restorative Sleep" platform and redefining the company from a mattress retailer to an authority on restorative sleep and human performance, contributing to unaided category awareness growth from under 1% to more than 8%.
- Developed the creative strategy for Saatva's partnership as the Official Mattress and Restorative Sleep Provider for Team USA and the Milan-Cortina 2026 and LA28 Olympic & Paralympic Games, elevating global brand visibility and aligning the brand with elite athletic recovery and performance.
- Led integrated omnichannel campaigns across national TV, social media, CRM, influencer, retail, and performance marketing channels, driving record-breaking revenue milestones including \$64.5M during Labor Day 2025 and more than \$22M during the company's highest-performing holiday weekend.

- Built scalable creative operations, workflow systems, and cross-functional collaboration models with Growth Marketing, Product, and Retail teams, enabling the delivery of hundreds of high-performing channel-specific assets quarterly while supporting showroom expansion from 1 to 29 locations and increasing showroom revenue contribution from 7% to approximately 25%.

Freelance Creative Director & Brand Consultant

04/2020 to 2021

Independent / Multiple Clients

Austin, TX & New York, NY

- Co-founded and led Creatives for Kitchens, building a volunteer creative collective that developed pro-bono marketing campaigns for independent NYC restaurants during COVID-19, earning a Side Show Silver Award for Social Good and increasing local business visibility during a critical economic period.
- Served as Senior Writer at Wunderman Thompson, leading global B2B campaign messaging and brand storytelling for Dell Technologies in collaboration with strategy and design teams to strengthen enterprise positioning and customer engagement.
- Developed brand guidelines, UX copy, and product storytelling for Acadeum, supporting a higher education platform used by more than 400 colleges and universities and improving consistency across digital user experiences and institutional communications.
- Delivered brand voice development, website copy, and campaign messaging for MSB Holdings, Phylagen, and HunterGather on assignment for Chipotle Mexican Grill, helping strengthen brand differentiation and customer-facing communications across multiple industries.
- Partnered cross-functionally with creative, UX, product, and marketing stakeholders to produce high-impact brand narratives, digital experiences, and integrated campaign concepts that aligned messaging strategy with customer acquisition, engagement, and retention goals.

Associate Creative Director

09/2019 to 04/2020

T3 (The Think Tank)

Austin, TX

- Led creative strategy and campaign execution for Church's Chicken and Reliant Energy across social media, online video, and CRM channels, partnering with Creative Directors and Executive Creative Directors to deliver integrated, performance-driven brand campaigns.
- Increased Church's Chicken digital impressions by 218% year over year through targeted social and digital content strategies that strengthened audience engagement and brand visibility.
- Drove measurable customer acquisition results for Church's Chicken, boosting website clicks by 21%, directions-to-store clicks by 20%, and click-to-call conversions to brick-and-mortar locations by 55%.
- Concepted and produced unbranded content campaigns that generated 43% of inbound search traffic and achieved a 12.84% online conversion rate, with campaign performance recognized by Forbes and Yext.
- Wrote and produced online video campaigns featuring Clint Capela and Deshaun Watson for Reliant Energy, supporting customer acquisition initiatives and increasing awareness of residential energy service plans.

Associate Creative Director / Senior Copywriter

03/2015 to 09/2019

Tribal Worldwide / DDB Worldwide

New York, NY

- Earned a One Show Pencil for the Skittles "Broadway Musical" digital experience, delivering award-winning creative execution that increased consumer engagement and strengthened brand visibility.
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- Secured a Webby Awards nomination for the Energy Upgrade California campaign, recognizing excellence in digital storytelling, UX content, and integrated campaign strategy.
- Managed cross-functional creative teams for Royal Canin, Adidas, Milky Way, IAMS, Nexium, Robitussin, Advil, and AT&T while directing UX writing and integrated digital campaign initiatives across consumer and healthcare brands.
- Improved Royal Canin's Site Engagement Score (SES) approximately 25% above benchmark and Media Engagement Score (MES) 21% above benchmark through performance-driven digital creative and audience engagement strategy.

Senior Copywriter

09/2013 to 03/2015

Tenthwave Digital

New York, NY

- Led the successful agency pitch and acquisition of the American Express Merchant Financing account, securing a multi-year B2B partnership that expanded agency revenue opportunities and strengthened enterprise client relationships.
- Developed integrated digital, social media, and brand campaigns for Cape Cod Potato Chips and Snyder's of Hanover, increasing audience engagement and supporting national consumer marketing initiatives.
- Executed cross-channel creative campaigns for Vlasic, aligning brand messaging across social, digital, and promotional platforms to improve campaign consistency and customer reach.
- Produced high-impact marketing and digital storytelling campaigns for eBay and PayPal, strengthening customer acquisition strategies and enhancing online brand engagement across multiple channels.
- Collaborated with cross-functional creative, strategy, and client-service teams to deliver data-driven marketing solutions, improve campaign performance, and support long-term account growth across consumer packaged goods, fintech, and B2B sectors.
- Served as the social brand voice for the Vlasic Stork across Twitter and Facebook, writing in the style and personality of Groucho Marx.

Copywriter

07/2011 to 09/2013

Digitas LBI

New York, NY

- Developed high-performing CRM and eCRM communications for American Express Platinum, Gold, and Premier Rewards card programs, driving customer engagement, retention, and loyalty across premium consumer segments.
- Created targeted lifecycle marketing and customer communication strategies for American Express cardholders, aligning messaging with acquisition, retention, and rewards utilization objectives to improve campaign effectiveness.
- Concepted and wrote integrated promotional campaigns for Small Business Saturday (now Shop Small), contributing to award-winning work recognized with Cannes Lions and Clio Awards Gold honors.
- Produced persuasive direct-response and promotional copy for consumer and business audiences, strengthening brand engagement and increasing visibility for nationwide small business marketing initiatives.
- Concepted and executed dozens of direct mail campaigns for Comcast Xfinity, supporting customer acquisition and retention efforts through data-driven messaging and targeted marketing communications.

Intern Copywriter

01/2009 to 04/2009

Crispin Porter + Bogusky

- Selected as one of 12 nationwide interns (including four copywriters) following CP+B's third consecutive "Agency of the Year" recognition.
- Collaborated with co-founder Chuck Porter on rebranding initiatives for the AAAA O'Toole Awards.
- Generated campaign concepts and creative work for Best Buy, Guitar Hero, Burger King U.S., BK Spain, BK Germany, and Volkswagen.

Junior Copywriter

05/2009 to 06/2011

DNA Seattle

Seattle, WA

- Developed brand voice, broadcast scripts, print advertising, and digital display campaigns for Clinton Global Initiative, University of Washington, and Seattle City Light, strengthening brand positioning and audience engagement across nonprofit, education, and public-sector initiatives.
- Created integrated marketing and advertising campaigns for BECU, Simple Mobile, and MultiCare Health System, delivering consistent cross-channel messaging across broadcast, print, and digital platforms.
- Earned a Seattle Addy Awards Best-in-Show award for creative work on the Simple Mobile account, demonstrating excellence in campaign strategy, storytelling, and execution.
- Won a regional ADDY Awards Gold Award for Digital Video by producing high-impact branded content that increased audience engagement and strengthened campaign performance metrics.
- Collaborated with creative directors, strategists, and account teams to develop data-driven advertising solutions that improved brand visibility, enhanced customer acquisition efforts, and supported long-term client growth objectives across healthcare, telecom, education, and nonprofit sectors.

Education

Miami Ad School at PortfolioCenter Advertising & Design	2006 to 2008
Upright Citizens Brigade Sketch Comedy Writing	2016 to 2018
The University of Texas at Austin Dual BA, English & Theatre with concentration in Playwriting Minor in Astronomy	1999 to 2004

Tools & Platforms

ChatGPT, Gemini AI, Claude AI, Midjourney, Sora;
Adobe Creative Cloud, Figma, Sketch, SketchUp, InVision, XD;
Jira, Asana, Monday, Adobe Workfront, Frame.io, Canto;
Google Workspace, Microsoft Office Suite, Keynote

Recognition

- #3 Most Awarded Creative Directors in the World-The Drum
- Cannes Grand Prix Lion - AMEX Shop Small
- Cannes Gold Cyber Lion - Best Digitally-Led Integrated Campaign
- Gold Clio Award - Integrated Campaign
- One Show Gold Pencil - Brand Transformation
- One Show Pencil - Skittles: The Broadway Musical
- Facebook Studio "Blue" Award
- Side Show Silver - Social Good
- Seattle Addy Best in Show
- Regional Gold Addy - Digital Video
- Webby Award Nominee