

BROCK PISCIOTTA

CREATIVE & BRAND LEADER | BRAND STRATEGY, CULTURE & INTEGRATED EXPERIENCES



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LOS ANGELES, CA

Business-minded creative and brand leader with 15+ years of experience building brands, leading multidisciplinary teams, and translating complex business challenges into culturally relevant ideas and experiences. Background spans agency and in-house leadership across technology, entertainment, food and beverage, retail, automotive, and lifestyle. Equally comfortable shaping strategy, aligning executive stakeholders, building creative systems, and rolling up my sleeves to improve the work.

PROFESSIONAL EXPERIENCE

CHAGEE

LOS ANGELES

08/2025 - 06/2026

HEAD OF BRAND CREATIVE & PARTNERSHIPS, NORTH AMERICA

- Led brand marketing, creative, and partnerships for CHAGEE's U.S. expansion, shaping positioning, campaigns, retail, content, packaging, experiential, and collaborations.
- Built and managed the North American creative function, overseeing internal teams, agencies, creators, production partners, and cross-functional stakeholders
- Led the brand's first major U.S. campaign platform, spanning film, social, product, retail, PR, merchandise, and live experience
- Helped drive 8% aided awareness in SoCal, double the national baseline, while establishing strong equity in quality, craftsmanship, and authentic heritage
- Partnered with executive and global leadership to develop brand pillars, tone-of-voice, and scalable creative standards

VML

LOS ANGELES

04/2021 - 08/2025

GROUP CREATIVE DIRECTOR

CLIENTS: INTEL, QUALCOMM, ACURA/HONDA, LULULEMON

- Led and developed a multidisciplinary department of 26 creatives across multiple global accounts, including ACDs, art directors, writers, designers, and UX leads
- Led integrated creative for Qualcomm/Snapdragon, Intel, Acura/Honda, and lululemon across brand, social, digital, film, experiential, and product storytelling
- Partnered with C-suite clients, strategy, media, UX, and production leadership to connect creative direction to business objectives and performance data

THE WOO

LOS ANGELES

12/2017 - 03/2021

ASSOCIATE CREATIVE DIRECTOR

CLIENTS: MOTOROLA, WARNER BROS., LENOVO, ANCESTRY.COM, CHAMBERLAIN, LG

- Spearheaded and won new business pitches (Warner Bros., LG)
- Led social-first campaign development for lifestyle and tech brands
- Helped expand Motorola's brand presence through organic and paid social content and creative direction

SAATCHI & SAATCHI

LOS ANGELES

01/2013 - 12/2017

SENIOR ART DIRECTOR / CREATIVE LEAD

CLIENTS: TOYOTA, BRAVO

- Led art direction for social and digital campaigns
- Managed vendor relationships in production and 3D design
- Partnered with analytics and media to evolve creative based on performance data

FREELANCE &

CONSULTING ROLES

06/2008 - PRESENT

AGENCIES: Arnold, Media Arts Lab, BBDO, Barton F. Graf, Party Land, Drake Cooper, Ayzenberg

CLIENTS: Waymo, Google, Ocean Spray, Apple, MTV, Foot Locker, Arby's, DISH Network, Ragu, Netflix, Little Caesars, Sundrop, General Motors

EDUCATION

MIAMI AD SCHOOL
SAN FRANCISCO

ART DIRECTION
JUNE, 2012

EMERSON COLLEGE
BOSTON

B.S. INTEGRATED MARKETING
MAY, 2010

SELECTED EXPERIENCE BY CATEGORY

CULTURE + ENTERTAINMENT

Laufey, Warner Bros., Lululemon, Bravo, MTV, Ancestry.com, Foot Locker

SELECTED IMPACT: Developed campaigns, content, partnerships, and audience experiences across entertainment, media, and culture-driven brands. Created work designed to build fandom, deepen engagement, and connect brands with culturally relevant moments.

QSR/FOOD & BEVERAGE

CHAGEE, Little Caesars, Ocean Spray, Ragú, Sundrop

SELECTED IMPACT: Helped establish CHAGEE's U.S. brand foundation and measurement framework, driving strong early brand equity with 83% association with high-quality ingredients, 82% with unique/artisanal products, and 73% with authentic heritage.

TECHNOLOGY

Intel, Qualcomm, Motorola, Lenovo, LG, Chamberlain

SELECTED IMPACT: Partnered with leading technology brands to launch products, strengthen positioning, and drive engagement across digital, social, content, and experiential channels. Led cross-functional teams in making complex technologies accessible and compelling.

AUTOMOTIVE + MOBILITY

Toyota, Acura/Honda

SELECTED IMPACT: Led integrated campaigns for global automotive brands across digital, retail, experiential, and media channels, connecting innovation and performance with culturally relevant storytelling.

CORE CAPABILITIES

CREATIVE LEADERSHIP

- Brand Development, Art Direction, Campaign & Content Strategy
- Team Management, Cross-Disciplinary Collaboration
- Executive Storytelling & Presentations
- Experience-Led Storytelling, Production Oversight, and Creative Operations

MARKETING + CULTURE

- Creator & Influencer Collaborations, Experiential Campaigns
- Brand Positioning, Messaging Architecture, Executive Stakeholder Management, Integrated GTM, and Partnerships

TOOLS + TECH

- Adobe Creative Suite, Figma, HTML/CSS, Keynote/PowerPoint, Social Media