

MICHAEL DUNN | Executive Creative Director

Innovative Brand & Product Marketing Leader | Strategic Multi-Channel Storyteller | Fortune 500 + Challenger Brands | Growth-Minded Visionary with \$85M in New Business Wins | Inspiring Player-Coach Ethos

WORK EXPERIENCE

SVP, Group Creative Director | 9Rooftops 03/10-08/2025

- Led enterprise-level accounts with budgets from \$2M to \$25M while mentoring large cross-functional teams. Clients included LG Electronics, Progressive, Whirlpool, Netflix, Ménage à Trois, Outback Steakhouse, Fox Sports, SC Tourism, Sutter Home, Coca-Cola, Appleton, SC Commerce and GEICO.
- Generated over \$85M in new business revenue from marquee clients.
- Grew Progressive Insurance account from \$100K to \$3.5M AOR, while creative platform achieved 6% YOY growth, 10M video views, record-breaking event attendance, 10,000 original music downloads with Grammy-awarded artists, and video series featuring Danny Trejo.
- Doubled sales goals and earned top innovation award for LG experiential campaign promoting LG, Netflix, Marvel & Dolby Laboratories.
- Created Affresh campaign that generated 126% video engagement, 146% conversions, and 7% brand awareness, including TVC, social, new packaging, POS, CRM and reinvented Amazon Store experience.
- Spearheaded Outback Steakhouse and ESPN video content series starring Lee Corso, Steve Spurrier and Mack Brown, resulting in a 99% completion rate.
- Produced award-winning Ménage à Trois campaign with original music, earning increases of 7% velocity, 10% engagement, and 3% sales.

Chief Creative Officer & Founder | LEGEND 05/18-Present

- Founded a creative agency focused on sports, entertainment, and purpose-driven brand storytelling.
- Wrote and produced live musical performance for Super Bowl NFL Owners' Party, celebrating Atlanta's leadership in the civil rights movement.
- Launched new brand identity for \$5B urban revitalization, Centennial Yards—positioning it as America's most transformative development.
- Developed NFL player documentaries for broadcast, social, and in-stadium use for AMB Sports & Entertainment.
- Spearheaded national human trafficking campaign for the National Center for Civil and Human Rights, earning national press coverage, including CNN and celebrity endorsements.
- Directed Bud Light hidden camera series starring ESPN Analyst Harry Douglas.
- Activated sports partnerships for Atlanta Falcons, United, Braves, UGA, and Georgia Tech with brands including Coca-Cola, Global Payments and SCANA.
- Championed Mercedes-Benz Stadium's award-winning LEED sustainability program, including brand identity, wayfinding, POS, and receptacle design.

VP, Creative Supervisor | J. Walter Thompson 03/04-03/10

- Directed high-impact integrated and multicultural campaigns with a TVC focus for both brand and retail.
- Pioneered emerging technologies, including Ford's first CGI commercial, first 3D-developed online game, and custom hit-force tackling bag.
- Transformed sports partnerships (NFL, NBA, NCAA), infusing powerful creative strategies, player/team negotiations and award-winning activations for Ford's longest-running platforms for NFL and NCAA, including Atlanta Falcons "Defend the Dome" and "Georgia (Alabama, Auburn) Saturdays—Built Ford Tough."

SUMMARY

I am a dichotomy of creative disruption—conceptual and craft-obsessed, strategic and ambitious, innovative and authentic, songwriter and director, brand-builder and boundary-pusher. I thrive on big ideas and aggressive goals, impossible visions and theatrical presentations, big budget productions and no budget social programs. Truth be told, I love challenger brands, flipping charts, transforming emotion into meaning, brands into beliefs.

To me, it's about constantly growing, learning, inventing and the resilience it takes to make the amazing. It's about teamwork, elevating the work through inspiration, and championing an infectious creative culture that excites every person, every project, every client. And it's about reveling in the risk required to be original, to win attention, and continually exceed expectations.

For over 20 years, I have worked with an incredibly diverse catalog of brands, from sports to soda, entertainment to electronics, CPG to QSR, automotive to alcohol. Each challenge unique, each campaign an opportunity to create that one thing, you can't forget, won't forget. And that's why I love this job.

AWARDS

DRUM AWARDS: Best Use of Video Technology & Best Moving Imagery Design

EVENT MARKETER: Best Use of Audio/Video & Best Multi-Market Event

CYNOPSIS DIGITAL: Best Multi-Platform Marketing Campaign

TOP OF THE MARK: Best Integrated Campaign

SKILLS

Concept Ideation, Leadership, Creative Strategy, Copywriting, Art Direction, Video Direction, Music Production, Midjourney

EDUCATION

University of Georgia – ABJ, Advertising
New York Film Academy – Filmmaking

PORTFOLIO
dunnad.com

MOBILE
(404) 661-5458

EMAIL
michael@dunnad.com