

Hello, I'm Stephen Riley. Nice to meet you.



find me

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My aim is to create immersive brand experiences, both beautiful and inherently useful.

I especially love being hands-on, it communicates my own passion better than any words can.

I am obsessed with technology, and leveraging it to benefit people's lives through the power of brands.

skillset

| | |
|-----------------------|-------|
| LEADERSHIP | ★★★★☆ |
| IDEATION | ★★★★★ |
| RELATIONSHIP BUILDING | ★★★☆☆ |
| TEACHING | ★★★★☆ |
| TECHNOLOGY | ★★★★★ |
| MOTIVATING | ★★★★☆ |
| TEAM BUILDING | ★★★★☆ |
| PRESENTATION | ★★★☆☆ |

experience

Jul 2009 >

CREATIVE DIRECTOR,
Arc Worldwide/Leo Burnett Chicago

Led digital innovation and thought leadership across several Kellogg's brands, from inception to execution, resulting in a larger market share in 2010, an impact of millions in revenue.

- » Built evergreen user-generated content platforms for several brands
- » Developed first mobile app for Kellogg's
- » Created overall OLM creative approach
- » Integrated with mainline teams to create custom digital content opportunities for minimal costs
- » Established Facebook presences, partnering with content providers

Nov 2008 > Jul 2009

CREATIVE DIRECTOR, *Element 79*

Developed online campaigns and sites for a number of clients, leading creative teams and presenting concepts to clients.

- » Concepted and produced campaigns and sites, from Photoshop to Flash
- » Directed several video and photoshoots for online campaigns and landing pages

Dec 2005 > Nov 2008
ASSOCIATE CD
Pixel (Publicis)

Jun 2003 > Dec 2005
SR DESIGNER
Digitas Chicago

