

# Chris D'Amico

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Brand builder, strategist, storyteller, client whisperer, surfer, husband, father, tinkerer, traveler, foodie, and problem solver. Throughout my career, I have held influential leadership positions at renowned agencies and successfully steered comprehensive, integrated campaigns that have propelled both national and global brands. I am most passionate about building high-performing/high-empathy teams, creating an inspired workplace culture, and helping brands find their purpose, define their vision and execute their mission. My superpowers are: Empathy, patience, optimism, curiosity, and grit.

## EXPERIENCE

2024 - Present

### Founder, Lovely Company, Laguna Beach, CA

- We are a boutique brand strategy and creative execution agency serving clients from well-funded start-ups to the Fortune 500. We have deep marketing, branding, design, advertising, digital, and content production knowledge and we partner with clients wherever they need us most. We are industry-agnostic and have worked with B2C, B2B, and DTC across all media and platforms.
- Client projects: Brand strategy for Roark, Melin, Vaya Hydration

2021 - 2024

### Executive Creative Director, ENVOY, Irvine, CA // [weareenvoy.com](#)

- Led a world-class team and organization in service to clients through thoughtful, elegant, and strategic marketing and design solutions.
- Digital transformation, brand and creative strategy, human-centered digital product (web/app), UX/UI/CX, digital experience, and campaign development.
- Built a diverse, high-value, high-performance, geographically remote team and culture through COVID-19 on the foundations of empathy, trust, and excellence.
- Designed and implemented client facing strategy and process across all departments.
- Grew advertising business by pitching, winning and producing campaigns for: Viasat, Tandem Diabetes, and Coffee Bean & Tea Leaf.
- Clients list: Viasat, Coffee Bean & Tea Leaf, Tandem Diabetes, The Irvine Company, Arlo Security, Maavee Health, Nanolumens LED, Calafia Farms, Hyundai, Vive Organic, Amazing Grass, Ling Ling Asian Foods, Nordic Naturals

2017 - 2021

### Consultant, Brand Strategy

- Consulted C-suite clients on brand strategy, campaign development, marketing and product positioning.
- Focus on defining or refining brand voice, tone and brand story.
- Client list: Skechers, TurboTax, Torchy's Tacos, Evolus Cosmetic, Jouveau Cosmetic, Wyndham, Lovepop, Mimecast, B.Good Restaraunts

2010 - 2017

### SVP, Executive Creative Director, Hill Holliday, Boston, MA

- Recruited to repair and rebuild agency/client relationship.
- Chief creative lead on the Dunkin' brand (\$9 billion national sales / \$100M marketing budget).
- Keeper of brand strategy, tone, voice and execution.
- Worked directly with Dunkin' CMO and brand team.
- Modernized brand storytelling and changed brand perception from a utility to a lifestyle.
- Built a new, dedicated creative team of 20, solely focused on the Dunkin' business.
- Managed team of 80+ across strategy, video, digital, social, mobile, experience and production in an extremely fast-paced and high-production retail environment.
- Produced over 1,000 assets per year (broadcast, video, radio, OOH, social, digital, in-store, influencer, experiential).
- Managed \$20 million in production budget (50-60 spots, 25-30 shoots per year)
- Highlights: Hi-jacking Super Bowl with 6 sec ads. First to market with latest tech and ad platforms (Meta). \$1 million in-game presence with The Sims relaunch. Dunkin' mobile app.
- Led international implementation and growth by onboarding licensee partners (Coca-Cola, Smuckers, White Wave) as they launched Dunkin' branded products into new markets.

2008 - 2009

### Chief Creative Officer, FCB, Irvine, CA

- Led creative vision, strategy, and execution for all brands in the agency.
- Partnered with FCB Chicago on agency business development.
- Led agency network teams on KFC, Pizza Hut and Miller/Coors.
- Managed a cross-functional team of 100+ over 3 offices.

2004 - 2008

### Executive Creative Director, FCB, Irvine, CA

- Recruited to rebuild trust and relationship with key Taco Bell client.
- Rebuilt the creative and production departments.
- Responsible for creative product across all clients.
- Led Taco Bell through 4+ years of sales growth (\$6 billion sales / \$200M marketing budget), product innovation, and brand evolution producing hundreds of film, experiential, store and digital assets.
- Key campaign: Super Bowl "Lions"
- Key campaign: Launched Late Night menu with "Fourthmeal" platform
- Key campaign: Re-branded Value menu with "Drive-thru Raps" campaign
- Re-launched the American icon Smokey Bear with a fully-integrated campaign to make the icon relevant for a new generation.

1999 - 2004

### Senior Art Director, Deutsch, Los Angeles

- Branded, launched, and grew Expedia from a business concept into one of the internet's first true category disruptors.
- Changed Mitsubishi's brand perception from a "manufacturer of big TVs" to maker of the sexiest cars on the road.
- Expanded campaigns for California Cheese and Coors Light.

## HONORS & AWARDS

- Belding and Effie winning campaigns
- Multiple Superbowl appearances
- Featured in Communication Arts, Lurzer's Archive, Print, Graphis, Adweek's Best Spots
- Speaker at Cannes, Lions

## EDUCATION

Hyper Island: Master Class

California State University, Long Beach: BFA, Advertising and Design

California Polytechnic, Pomona: Architecture

## TRAVEL

25 countries and counting

## ENDURANCE

3 Marathons, Los Angeles, Boston, New York

9 200 mile Ragnar races

1 Cape Cod stand-up paddle crossing, 28 miles, 10 hours paddling