



Gad Meiron: Brand Strategy, Creative and Communications

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EXPERIENCE

Distinctive Foods, Chicago, IL

Freelance Creative (February 2023-Present)

Various assignments for Distinctive Foods, a producer and supplier of specialty foods.

AMN Healthcare, Dallas, TX

Freelance Marketing Content Strategist (June 2022-January 2023)

Co-developed branding strategy for AMN Healthcare, the leading provider of cost-effective workforce management solutions, from temporary staffing services to full-service recruitment process outsourcing.

PM Collective, Dallas, TX

Freelance Marketing Content Strategist (June 2022-December 2022)

Co-developed branding strategy for ExteNet Systems, a leading provider of communications infrastructure and services addressing outdoor and in-building wireless, fiber and other advanced connectivity needs of its customers.

PM Collective, Dallas, TX

Freelance Marketing Content Strategist (November 2021-January 2022)

Co-created strategic framework for new B2C website for Delta Dental, a major dental insurance provider with over 33 million customers.

RealPage, Inc., Richardson, TX

Marketing Content Manager (2018-March 2021)

Freelance Marketing Content Strategist (April 2021-November 2021)

Created strategies and communications for big-data and AI-driven software products (SaaS) serving the rental housing industry. RealPage is the innovation leader in this rapidly expanding market, with \$1.2 billion annual revenue. The company is known as THE source for apartment market data in combination with lease transaction data, data science and economic analysis.

- Collaborated with marketing communications team to develop the RealPage “Content Factory.” Objective: fill the client funnel with quality prospects and convert.
 - Influenced audience with RealPage thinking, generating leads via strategic, motivating, measurable content in multiple channels, including social media.
 - 2020 results: Team created and published 80 articles to the RealPage blog/social media. Dramatic effect on RealPage website performance with sessions up 25.62% YoY, time spent on page up 221% YoY and bounce rate down 58.86%.

RealPage, Inc., Richardson, TX

Senior Director, Marketing Strategist (2013-2015); Freelance Consultant (2016-2017)

- Co-developed foundational, insight-driven strategic platform and process, enabling initiation and creative development of all marketing campaigns.
 - Fused data insights and qualitative research with client brainstorming exercises. Leveraging the company’s vast warehouse of real-time data provided the key factor that differentiated the company from all its competitors.

MePlusYou, Dallas, TX

Senior Director, Digital Marketing Strategist (2012-2013)

Developed digital marketing strategies at marketing agency MePlusYou (formerly IMC²) for clients such as P&G Secret, worthy cause client World Vision Canada and pharmaceutical clients such as CSL Behring and Boehringer Ingelheim. Created a complete strategy for World Vision that encompassed all corporate consumer-based activity, target marketing, communications and feedback.

Arc Worldwide (subsidiary of Leo Burnett advertising), Chicago, IL

Associate Creative Director and Freelance Conceptor (2010-2011)

Created strategies, concepts, branding and marketing campaigns for consumer product clients such as Purina, P&G, Nestlé Hispanic products, Unilever Canada and Quaker Oats.

DRAFTFCB, Chicago, IL

VP Strategic Planner (2007-2009)

VP Concept Director (2002-2007)

Developed marketing and creative strategies for United States Postal Service, Motorola mobile companion devices and Glaxo Smith Kline. Participated in initial business strategy meetings with clients, strategy recommendation presentations to Account group and clients, creative brief presentations to our Creative department and concept presentations by the Creative groups.

As VP Concept Director, managed group of three conceptors who added creative magic to brands like Kellogg's, Coors Light, Chicago Mercantile Exchange and GSK *Alli*.

Frankel (now Arc Worldwide), Chicago, IL

Creative Director/Senior Writer (1988-2001)

Developed creative programs for McDonald's restaurants, Visa, Frito-Lay and others. Led creative for "McDonald's with the Diner Inside". These transformative restaurants generated 60% greater sales vs. the original McDonald's on that site. There were lines out the door.

EDUCATION

1981-1983: The University of Chicago: M.B.A., Marketing

1979-1981: UCLA: M.S., Organic Chemistry

1975-1979: Yale University: B.S., Chemistry

INTERESTS

Blues harmonica. Working out with my coach. US and world travel.