

# DAVID ROSS

LEADER, MENTOR, THINKER, DOER

davidross.me

**Address**

2940 243rd PL SW  
Brier, WA 98036

**Contact**

206.349.1179  
david@davidross.me

## HELLO, HERE'S HOW I CAN HELP YOU

I help strategize and develop brand stories, plus lead and mentor creative teams to create engaging work that gets folks to lean in.

## MY PHILOSOPHY

"I believe nothing beats working with people who never leave home without their sense of humor and humanity."

## 1 PROFESSIONAL EXPERIENCE

### Copy Director, Manager Brand Writing

GoDaddy • March 2019 - Present

Lead a team who rearranges the alphabet in wonderful ways to engage, inspire, and motivate entrepreneurs to choose GoDaddy to help them grow online and fulfill their dreams. Responsible for FinTech (Payments, Commerce & Devices) Brand, Domains, Security, Pro. All channels •

### Creative, Strategy, Marketing

Contract 2015 - March 2019

Created all things, all channels •

### VP, Marketing/Creative

ReelSonar, Inc. 2013 - 2015

Start-up • Developed and launched the iBobber, the castable Bluetooth Smart® Fishfinder and iOS/Android/Smart Watch apps. Sold-in to Target, Walmart, Best Buy, Costco — in U.S., Canada, Australia, New Zealand, China, Taiwan, and Russia • Placed 'Top 5 B-Plans' NW Entrepreneur Network •

### Creative Director

Coinstar/Redbox 2010 - 2012

Developed and lead the worldwide integration of creative and marketing for the Coin brand. Results contributed to turnaround of the Coin division. YOY \$280M to \$320M •

### Creative Supervisor

Heartbeat Digital, 2010

Created all things in the digital space •

### VP, Associate Creative Director

Ogilvy Commonhealth, 2006 - 2010

Concepted and lead redesign of 12 sister agency websites • Helped increase Symbicort sales +400% • Pitched, won, created first-ever 360° consumer campaign for Novartis flu vaccine • P&L responsibility • Member, Process Development Team •

## 2 PROFESSIONAL EXPERIENCE, CONT'D

### Creative

cole & weber united, 2005 - 2006

Created all things, all channels •

### Group Creative Manager

Eddie Bauer, Inc. 2003 - 2005

Guided creative integration across all channels • Lead concept of brand voice(s) and content for 42 apparel and home catalogs, 400+ national/international DM, digital, and advertising projects a year • Handled™ and © •

### Director of Marketing

Passport Music Distribution, 1997 - 1998

Responsible for marketing 110 indie record labels, including Concord Jazz, Jazz Masters, Verve, New World, JVC, and Kokopelli • P&L responsibility. Increased revenues 22% while profits were up 4% — all in down market •

### Founder • VP, Sales & Marketing

OSMOTICS Cosmeceuticals, 1993 - 1997

Start-up • One of five founders of a prestige line • Co-wrote business plan, developed consumer and global distribution strategies • Co-created product lines, staffed stores, co-lead fund raising, lobbied Congress • P&L responsibility • Lead relationship with advertising and PR agencies •

### Associate Creative Director • Copy

Saatchi & Saatchi Wegener, 1987 - 1991

Successful launches of Heartgard-30 and Ivomec • Lead/mentored team of 5 •

## APPOINTMENT

Wildlife Diversity Advisory Council •  
WA Department of Fish & Wildlife  
Chair, Public Outreach Committee

2016 - 2019, 2019- 2022

# DAVID ROSS

CREATIVE, LEADER, MENTOR, THINKER, DOER

davidross.me

**Address**  
2940 243rd PL SW  
Brier, WA 98036

**Contact**  
david@davidross.me  
206.349.1179

## BRANDS I'VE HELPED GROW



UW Medicine



COVER GIRL



sonicare



redbox



BUFFERIN



KEYSTONE



Keri  
Continuous Moisturization



BRECKENRIDGE

AIRFRANCE



ZOOM!

iBobber  
Castable • Bluetooth • Fishfinder



serotta

ESTÉE LAUDER

