

SEAN J. COLEMAN

EXECUTIVE CREATIVE DIRECTOR

Brand & Creative Strategy Leader

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SUMMARY

Brand and creative leader with 25+ years building brands, big ideas, and the teams behind them. Experience spans global consumer brands, brand transformation, product launches, retail, culture and integrated marketing, with a career built around finding what makes a brand matter and turning it into ideas people care about.

Known for building and leading high-performing creative organizations, partnering with founders, C-suite executives and marketing leaders, and connecting strategy to creative expression across every place a brand shows up. Equal parts brand thinker, creative leader and hands-on maker.

I build teams people want to be part of. I build brands people want to believe in.

WORK EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

Monigle Associates | Denver & New York | 2016–2026

- Founder of Monigle's Advertising Division and leader of integrated Branding and Advertising efforts, overseeing brand strategy, creative direction, and integrated campaign development for major healthcare systems, financial institutions, and national brands.
- Built and scaled the Branding and Advertising practice from 10 to 35+ creatives, establishing financial accountability, strategic frameworks, and sustainable growth.
- Led branding and integrated campaigns for Providence, Northwell Health, NewYork-Presbyterian, Stanford Medicine, UCLA Health, Tufts Medical Center, UC Health, NKC Health, Children's National, Cook Children's, MSU Health, LCMC Health, Alkermes, Sunovion, Transamerica, AIG, BNP Paribas, Bank of America and others
- Delivered sustained positive revenue growth for nearly a decade while maintaining profitable operations
- Directed brand transformations, positioning strategy, campaign architecture, and multi-channel activation across digital, broadcast, social, OOH, experiential, and performance marketing
- Partnered with executive leadership to align brand with enterprise strategy, driving patient acquisition, reputation growth, and market expansion
- Mentored senior creative leaders, developed succession planning, and built a culture centered on curiosity, empathy, accountability, and excellence
- Integrated AI tools, workflow innovation, and performance analytics into creative processes to increase efficiency and elevate output

GLOBAL CREATIVE DIRECTOR

TBWA/Integer | Denver | 2012–2016

- Led North American and Global creative teams for Gillette (Procter & Gamble), managing a 48-person multidisciplinary creative organization across brand, retail, digital, and integrated marketing.
- Developed and launched global brand campaigns implemented across every major region worldwide
- Directed retail and shopper marketing ecosystems across thousands of retail environments
- Partnered with cross-agency and global leadership teams to ensure brand cohesion across media, product innovation, and in-store activation
- Led creative direction across broadcast, digital, experiential, packaging, and retail design
- Mentored emerging creative leaders and built scalable team structures to support global execution

CREATIVE DIRECTOR

Commonground Marketing | Chicago | 2011–2012

- Creative lead for one of the nation's largest multicultural agencies, directing culturally fluent brand campaigns rooted in deep audience insight.
- Led integrated campaigns for Coca-Cola, Nike, MillerCoors, Illinois Lottery, and Bacardi
- Developed cross-cultural brand platforms across broadcast, digital, experiential, and retail
- Elevated agency creative standards while mentoring art directors, writers, and designers

CREATIVE DIRECTOR

Legacy Marketing Partners | Chicago | 2010–2011

- Led experiential and live brand marketing initiatives creating immersive consumer engagement.
- Directed large-scale experiential campaigns for Burger King, Yahoo, Mitsubishi Motors, and Pernod Ricard (Jameson, Malibu, Absolut, Chivas)
- Concepted and executed human-centered brand activations that strengthened consumer loyalty and real-world engagement
- Managed multidisciplinary production teams across national tours and brand experiences

ASSOCIATE CREATIVE DIRECTOR

Leo Burnett / Arc Worldwide | Chicago | 2007–2010

- Led retail and brand campaigns for Coca-Cola and Procter & Gamble brands including NyQuil, Crest, Oral-B, and Scope.
- Directed integrated national retail programs from strategy through production
- Partnered with senior agency leadership to deliver award-winning shopper marketing and brand campaigns
- Mentored creative teams while managing complex production ecosystems

SENIOR ART DIRECTOR

TBWA/Integer | Denver | 2001–2007

- Art directed retail and integrated campaigns for MillerCoors portfolio brands and Procter & Gamble
- Developed award-winning shopper marketing and brand programs
- Collaborated with cross-functional teams to drive measurable retail impact

INDUSTRY EXPERIENCE

Healthcare & Academic Medicine, Pharmaceutical & Life Sciences, Financial Services & Banking, Consumer Packaged Goods, Shopper Marketing & Retail, Multicultural Marketing, Experiential & Live Brand, Activations, Travel & Hospitality, Sports & Lifestyle Brands, Nonprofit & Mission-Driven Organizations

CORE SKILLS

Creative Leadership & Team Building, AI-Enabled Creative Workflows, Brand Strategy & Positioning, Integrated Campaign Development, Creative Direction, Executive Presentation & C-Suite Partnership, Healthcare Marketing Strategy, Patient Acquisition & Reputation Growth, Shopper Marketing & Retail Strategy, Revenue Growth & P&L Leadership, Mentorship & Culture Development, Digital, Social & Performance Marketing, Production Leadership

RECOGNITION / AWARDS

The One Show, Marcom Awards, Transform Awards, Effie, Rebrand 100, Webbys, Communication Arts, The ADDYs, Graphis Advertising Annual, Graphis Poster Annual, Print Regional Design Annual, HOW Design Annual, Advertising Age, AdWeek, Art Director's Club of Denver, Denver Advertising Federation, Design of the Times Best in Show, POPI Awards