

GALEN BERNARD

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SUMMARY

Dynamic and visionary Creative Leader with extensive experience driving brand growth, leading creative teams, and delivering award-winning advertising campaigns. Proficient in strategic planning, campaign execution, and managing cross-functional teams in fast-paced, entrepreneurial environments. Skilled at client relationship management, scaling creative departments, and developing distinctive brand messaging across digital, social, and traditional media platforms. Strong track record of enhancing brand visibility, increasing audience engagement, and delivering measurable ROI.

EXPERIENCE

Chief Creative Officer

12-

77 VENTURES CREATIVE

New York

- Directed all creative output across print, digital, social, and broadcast, ensuring brand consistency and innovative campaign execution.
- Collaborated with CEO and executive leadership to define agency vision, drive new business strategy, and strengthen creative positioning.
- Built and mentored high-performing creative teams, fostering a culture of collaboration, innovation, and professional growth.
- Pitched and secured new business, contributing to a 900% agency growth over 10 years.
- Conceptualized and executed dozens of award-winning campaigns, including the launch of ESPN's 30 for 30 Film Series.

CLIENTS | Prime • ESPN • NASCAR • MSNBC • Wyoming Whiskey • Tabasco

Founding Partner / Creative Director

16-25

BOOMSHOT

New York

- Founded and scaled Boomshot, a creative studio delivering commercials, branded content, documentaries, and digital campaigns, producing dozens of projects annually from concept through post-production.
- Managed full business operations, including business development, project management, budgeting, production planning, and creative strategy, ensuring consistent delivery of high-quality content.
- Built and led a multidisciplinary team of directors, editors, designers, and production staff, cultivating a collaborative and innovative workplace culture.
- Defined and executed creative vision across multiple platforms, driving brand storytelling, audience engagement, and campaign effectiveness.

CLIENTS | Anheiser Busch • Fox Sports • Fanduel • ESPN • Conde Nast • BBC • NASCAR

VP / Creative Director

10-12

PUBLICIS

New York

- Led creative vision for multiple global accounts, serving as the day-to-day agency network lead, ensuring alignment with client objectives and brand strategy.
- Mentored and developed diverse creative teams, fostering talent growth and strengthening the agency's global leadership pipeline.
- Collaborated with Executive Committee to enhance client relationships, drive strategic initiatives, and support long-term business growth.

CLIENTS | Vicks • Prilosec • Pepto

Creative Director

08-10

Brooklyn Brothers

New York

- Directed end-to-end creative strategy and execution across digital, social media, print, and broadcast campaigns, delivering measurable results.
- Partnered with executive leadership (CEO, CCO) to align marketing campaigns with client goals, budget parameters, and project deadlines.

CLIENTS | VS Network • Corvoisier • Hornitos

Creative Director

06-08

Arnold

New York

- Developed and executed brand strategy, creative direction, and campaign concepts in collaboration with clients, ensuring alignment with business goals.
- Led and managed multiple creative teams across advertising campaigns and new business initiatives, driving successful project outcomes.

CLIENTS | Hershey’s • Lee Jeans • Starbucks

Creative Director

04-06

Concept Farm

New York

- First senior hire in agency history, responsible for leading the largest and most profitable client account, driving strategic and creative direction.
- Directed multiple creative teams across all aspects of concept development, campaign execution, and brand strategy.
- Developed award-winning creative campaigns that secured new business and doubled agency size and revenue.

CLIENTS | ESPN • Windstream • BMW

PAST EXPERIENCE

Art Director

00-04

DDB

New York

Adjunct Professor

98-01

School of Visual Arts

New York

Art Director

97-00

Lowe SMS

New York

Art Director

93-96

Houston Effler

Boston

AWARDS



EDUCATION

Syrucuse University

87 - 91