



Philip Stockton
Creative Director

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CREATIVE DIRECTOR

Innovative creative director with over a decade of experience developing strategies and leading production of impactful and engaging content. Establish creative voice and visual identity that promote brand objectives, leading complex and diverse project teams from concept development through execution. Develop and implement system and process improvements that reflect market trends. Provide training, mentorship, and support to staff and enable the on-time and on-budget delivery of projects that meet objectives.

Core Competencies

- Creative Direction
- Strategy & Concept Development
- Creative Thinking
- Project Management Branding & Marketing
- Budget Administration
- Video Production
- Staff Training & Leadership
- Relationship Management

TECHNICAL PROFICIENCIES

Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator, Audition, Media Encoder)
MS Office (PowerPoint, Word, Excel)
Digital Cinema Production (Canon, RED, Alexa)

PROFESSIONAL EXPERIENCE

Sr. Creative Director

General Electric, New York, NY (2016 to Present)

Develop brand narrative and create original content to promote organizational objectives for the digital division of General Electric. Oversee team of up to ten editors, producers, and creative professionals working on the global communications team to develop and execute impactful concepts and content. Partner with revenue marketing, product marketing, and sourcing teams to develop budgets and produce original content for industry campaigns, live events, and global branding. Monitor project status to address staffing needs and maintain schedule.

- Developed brand narrative and lead messaging for GE Digital.
- Established and launched video brand guidelines and in-house video production capability.
- Generated over 120% increase of marketing qualified leads for revenue marketing by creating a web-based product-demo program.
- Created always-on content approach that resulted in over 250 original content items each year, and increased LinkedIn following by 30% within two years.

Filmmaker, Google, New York, NY (2013 to 2016)

Served as the in-house filmmaker for Google's Creative Lab, creating and producing original videos, interaction prototypes, short films, and TV commercials for teams and verticals across Google and parent company Alphabet Inc. Developed original creative concepts, presented pitches to product and communications stakeholders, oversaw the film production crew, and supervised in-house editors.

- Data Center Mural Project – Directed film series with focus on creating large murals on Google data centers around the world that established community connections and improved visual appeal of centers.
- Chrome Now Everywhere TV Spot – Directed 60-second national TV spot that introduced a single browser for all devices.
- Chrome Racer Documentary & Racer Video – Directed interactive Chrome™ experiment which was selected as the winner of the *Cannes Gold Lion*.

Creative Director, Barbarian, New York, NY (2006 to 2013)

Led creative projects for a world-famous interactive advertising agency. Provided creative leadership to clients, with focus on strategic use of creative projects and marketing campaigns to reach target audiences. Increased client ROI through concept ideation, strategy development, communications, digital marketing, and creative leadership. Collaborated with stakeholders and project teams to develop innovative assets for clients that included: Samsung, CNN, Google, General Electric, and the NY Department of Transportation.

- Served as creative director for The GE Show, which was nominated for multiple Webby Awards for interactive storytelling and corporate communications.
- Directed the Skeleton Speed Sign for the New York City Department of Public

EDUCATION

B.A. in New Media & Art History

Emerson College, Boston, MA

**TRAINING &
ORGANIZATIONS**

Executive Leadership Training, GE Crotonville, 2019

Executive Education: Digital Leadership for Creative Directors, VCU Brand Center
Board Member, Association of National Advertisers (ANA)

**HONORS &
AWARDS**

Design and Type: Museum of Design Exhibition, Zurich

New York Night and Day: Aberystwyth Arts Centre Exhibition, Wales

Spacecraft for All: Webby Awards Science Nomination

The GE Show: Webby Awards Corporate Communications Nomination

Vimeo Staff Pick: NY Night and Day

Cannes Gold Mobile Lion: Racer A Chrome Experiment

One Show Bronze: Samsung Boosted

**SPEAKING
ENGAGEMENTS**

Storytelling Inside A 125-Year-Old Company: ANA Marketing Innovation

Best of Branded Content: Northside Festival

Show and Tell: Art Directors Club

20x20 Pecha Kucha