Evan Lambert

Senior Creative Director

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SKILLS

- Creative Direction & Brand Strategy
- Full-Funnel Campaign Development
- Team Leadership & Hiring
- Executive Presentation
- Programmatic Advertising / Ad Tech
- SaaS & Technology Marketing
- B2B Marketing & Demand Gen
- Connected TV & Digital Out-of-Home
- Video Production Management
- AI-Assisted Creative Workflows

EDUCATION

B.A. English, Creative Writing
West Virginia University

Culinary Arts
The French Culinary Institute (now the International Culinary Center)

PROFESSIONAL SUMMARY

Senior Creative Director with 15+ years of experience building brand and go-to-market creative for SaaS, technology, and media companies. Leads full-funnel 360° advertising campaigns spanning Connected TV, digital out-of-home, video, display, audio, social, and email. Eight years driving brand and product marketing at The Trade Desk, the world's largest independent advertising platform, with deep expertise in ad tech and programmatic advertising, B2B brand building, video production leadership, and AI-assisted creative development.

EXPERIENCE

Senior Creative Director, The Trade Desk — 2023 - Present

NEW YORK, NY

- Oversee creative development of full-funnel 360° global campaigns — brand, product, and demand generation — spanning display, video, Connected TV, audio, paid social, email, and digital out-of-home
- Own creative strategy for global brand marketing, working cross-functionally with marketing, product, and business leads to shape positioning and messaging
- Pitch campaign concepts and present creative work directly to senior leadership, including the CMO and CEO, using AI tools to rapidly prototype concepts and elevate pitch presentations
- Recruited, hired, and develop a nine-person creative team — full-time and freelance — of copywriters, art directors, and copy editors, advancing direct reports into creative director roles
- Developed a creative strategy framework and a new creative brief template that improved the strategic rigor and quality of brand campaign work across the creative organization
- Vet and select production agencies and directors for brand campaigns, collaborating hand in hand from pre-production through delivery; manage third-party vendors across video and social media production
- Manage video productions end to end, on set and off, with budgets from $10,000 to $1M

Creative Director, The Trade Desk — 2020 - 2023

- Led creative development of a global brand platform that lifted unaided awareness of The Trade Desk by 47% and nearly doubled aided awareness in six months
- Built the creative processes and workflows that scaled campaign output as the company grew from challenger brand to category leader
- Promoted to Senior Creative Director in 2023 with expanded ownership of creative strategy

EXPERIENCE, CONT.

Senior Copywriter, The Trade Desk
2018 – 2020

- As The Trade Desk's first full-time copywriter, established company-wide voice and tone guidelines plus copy editing and QC workflows
- Built and scaled an integrated in-house creative team spanning copywriters, art directors, and proofreaders
- Partnered with art directors to concept and execute campaigns across CTV, display, video, social, email, DOOH, and audio
- Developed creative and copy for industry events and experiential activations, including event branding, environmental copy, and supporting video and print

Senior Copywriter / Content Strategist, MRM//McCann (Interpublic)
2013 – 2018

SALT LAKE CITY, UT & NEW YORK, NY

- Developed creative and content strategy and deliverables for Verizon Enterprise and Verizon Fios
- Led copy development for annual campaigns promoting Verizon's Data Breach Investigations Report (DBIR), a flagship industry publication
- Guided a team of writers through the relaunch of the Verizon Enterprise Solutions website while maintaining a consistent brand voice

Senior Copywriter (Freelance)
2009 – 2013

Clients: Sailthru (Marigold), Hearst Corporation, The French Culinary Institute, CNBC

- Developed creative concepts, advertorial content, email and print campaigns, and RFP concepts for national technology, media, food, fashion, and tourism brands
- Led copy development for The French Culinary Institute's west coast expansion, the Culinary Center of California

Copywriter, Draftfcb (Interpublic)
2008 – 2009

NEW YORK, NY

- Wrote and helped direct catalogs, emails, and direct mail for Hewlett-Packard's SMB and Home & Home Office lines, presenting concepts directly to HP's marketing division

Copywriter, Posner Advertising
2007 – 2008

NEW YORK, NY

- Developed multimedia campaigns (print, DM, web, email) for luxury NYC real estate; nominated for Best Brochure by the National Association of Home Builders (2008)