

THOMAS ZUKOWSKI

SUMMARY

Creative Leader: 15+ years of experience in mobile, display, social, affiliate, and print design for a variety of industries. Takes a hands-on approach when collaborating with clients, directing artists, evaluating work, and creating fresh ideas from conceptualization to production. Communicates effectively with cross-functional teams, bridges connections, and drives innovation.

Team Builder: 10 years of people management and 5+ years managing managers. Experience recruiting, developing, and managing high-impact multidisciplinary creative teams across the globe – including graphic design, motion design, videography, copywriting and content strategy.

Performance Driven: Deep experience uncovering unique insights, developing best practices, and running 100K+ tests in A/B and multi-armed bandit platforms. Launched 1K+ mobile app creative campaigns (user acquisition, re-targeting, and app-to-web) delivering \$90M+ in incremental revenue.

PROFESSIONAL EXPERIENCE

LIFTOFF MOBILE | SAN FRANCISCO, CA

Global Head of Multimedia Production (December 2021-present)

- Unified and restructured two industry-leading creative teams during the Liftoff+Vungle merger, establishing specialized charters in alignment with individual skills and motivations.
- Saved \$400K annually by identifying and managing third-party vendors, securing favorable agreements with studios and independent artists to provide bespoke video and interactive ads.
- Team Product Lead – drafted multiple PRDs for product and engineering review, overseeing development through completion and testing. Captured and prioritized quarterly roadmaps.
- Represented our Creative Studio at various in-person and streaming events including webinars, lunch and learns, pitch meetings and bi-weekly syncs.

Director, Creative (April 2021 - December 2021)

- Built a multidisciplinary creative team from 3 to 30 world-class professionals across US, UK, LATAM, and APAC with 100% employee retention rate.
- Designed career ladder for new and existing roles across IC and management tracks, introducing motion design, strategist, and coordinator functions.
- Launched OKR-based bonus incentive program to increase completed volume of deliverables by 14x during a period of 3x headcount growth.

Lead/Manager, Creative (November 2017 - April 2021)

- Oversaw all creative projects and internal/external task distribution to fulfill SLAs and quarterly targets.

Ad Creative Producer (November 2016 - November 2017)

- Conceived, produced, and launched effective user acquisition campaigns for mobile apps. Consistently developed and tested copy, imagery, animation, and themes to increase daily active users.

LIKEABLE MEDIA | NEW YORK, NY

Creative Director (2016), Associate C.D. (2015), Head of Multimedia (2014), Art Director (2013-2014)

- Established Likeable's multimedia department resulting in the acquisition of five Fortune 500 clients and over \$400K of incremental revenue within our first year.
- Initiated our first video production services, directing photo and video shoots for brand social channels.
- Set strategic vision for new lines of business including microvideos, cinemagraphs, motion design, stop-motion animations, and audio ads.
- Managed P&Ls, budgets and quotes for all incoming projects, forecasting revenue and assessing overall cost and profitability.
- Ideated and executed *#Because* video series for Citrix GoToMeeting, generating 60M+ views. Featured in AdAge: "Best Practices: How to Improve Brand Metrics with YouTube."

THE HAND PROP ROOM | LOS ANGELES, CA

Project Manager / Graphic Designer (2009-2012)

- Designed and produced hundreds of props for productions including "Boardwalk Empire," "It's Always Sunny in Philadelphia," and "Anchorman 2."
- Developed a tight-knit working relationship with clients, becoming the company's most requested Project Manager. Performed under strict deadlines at the accelerated pace of network TV production.
- Managed international purchases and deliveries, client accounts, file archiving, and digital server maintenance; onboarding lead for new hires

CONTACT

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

School of Cinematic Arts (2007)

Bachelor of Arts, Film Production

USC Trustee Scholar (Awarded full-tuition scholarship based on academic merit)

SKILLS

Key Skills

- Team Building
- Effective Communication
- Client Relationship Management
- Mentorship
- Ideation

Software

- Full Adobe Creative Suite
- Final Cut Pro
- Figma
- Asana
- Salesforce
- G Suite
- HTML / CSS
- Tableau

PERSONAL

- Collecting Vinyl
- Live Music
- Cooking
- Camping
- NBA & College Football
- Building Tiki Bars
- Father of 2