

# THOMAS ZUKOWSKI

## SUMMARY

**Creative Leader:** 18+ years of experience in mobile, display, social, affiliate, and OOH creative development across multiple 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:** 12 years of people management and 8+ 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

### TEXTNOW | SAN FRANCISCO, CA [REMOTE]

#### Director of Creative Services (May 2023 – Present)

- Directed multi-channel GTM campaigns for new wireless offerings, driving acquisition and retention through CTV, social, lifecycle, web, and OOH creative—prioritizing both direct-response and brand affinity.
- Built and managed a cross-functional creative team (design, copy, motion), introducing operational frameworks that improved campaign velocity and quality while reducing costs.
- Developed and implemented a new messaging framework and brand persona, repositioning TextNow around flexibility, transparency, and autonomy to increase customer trust and engagement.

### LIFTOFF MOBILE | SAN FRANCISCO, CA

#### Global Head of Multimedia Production (December 2021- May 2023)

- Unified and restructured two industry-leading creative teams during the Liff+Vungle merger, establishing specialized charters in alignment with individual skills and motivations.
- Saved \$800K annually by identifying and managing third-party vendors, securing favorable agreements with studios and independent artists to provide bespoke static, video, and interactive ads.
- Team Product Lead – drafted multiple PRDs for product and engineering review, overseeing development through completion and testing. Captured, prioritized, and actioned 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 2016 - April 2021)

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

### 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.
- Established new lines of business including microvideos, cinemagraphs, motion design and audio ads.
- Managed P&Ls and budgets for all incoming projects, forecasting revenue and assessing ROI.
- 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 100s of props for media such as "Boardwalk Empire," "It's Always Sunny..," 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.

## CONTACT

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🌐 [linkedin.com/in/tjukowski/](https://www.linkedin.com/in/tjukowski/)

🌐 [zukoboss.com](http://zukoboss.com)

## 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
- Client Relationship Management
- Mentorship
- Creative Ideation
- Effective Communication
- Branding & Positioning
- Player/Coach Creative Execution

### Software

- Full Adobe Creative Suite
- Figma
- Final Cut Pro
- Asana
- Salesforce
- G Suite
- HTML / CSS
- Tableau
- Midjourney / Gemini / Claude & more

## PERSONAL

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