

# SHAWN DEDELUK

*A fearless, culture-led creative leader with 15 years of marketing experience. Dynamic blend of left brain creativity and right brain strategy. Master in achieving the "never-been-done-before."*

## PROFILE

- Creative Awards Winner:  
*Cannes, Cleos, Webby's*
- Keynote speaker:  
*iAB, Snap O&O Events*
- AR Masterclass Host:  
*iAB Mexico, GoaFest*
- Community Volunteer:  
*AllTogether LA, Hollywood Food Coalition*

## SKILLS

- Adobe Creative Cloud
- Lens Studio & Spark AR
- Public Speaking
- Salesforce
- Spanish (Limited Working Proficiency)

## EDUCATION

**University of Toledo**  
BA, Communication

## CONTACT

### Portfolio:

[shawndedeluk.com](http://shawndedeluk.com)

### LinkedIn:

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

### Email:

[shawndedeluk@gmail.com](mailto:shawndedeluk@gmail.com)

### Phone:

+1-310-625-0441

## EXPERIENCE

### Snap Inc.

#### Head of Creative Strategy, Global Expansion // 2018-2022

*Enabled brands to grow through innovative & creative Snapchat storytelling.*

- Built and managed a high performing, global team of Brand Strategists, Designers and Producers in US, China, India, Italy, S. Africa and Argentina.
- Responsible for \$XXXm of annual sales through scalable and impactful creative excellence. Led XFN restructure that unlocked XX% YoY Growth in AR revenue.
- Developed strategic go-to-market plans across 24 emerging markets; understanding the cultural dynamics.
- Created performant strategies and innovative uses of AR & video to drive measurable results for brands of all sizes & KPIs (e.g. Netflix, Coca Cola, SHEIN).
- Produced competitive narratives & insights reports across the mobile landscape to root world-class strategies in data.
- Grew the global public profile of Snapchat via masterclasses and keynotes at key industry events; developed local creator communities.
- Executed pro bono community initiatives: Covid-19 and vaccine education with the White House, the CDC and the Indian government.

### Snap Inc.

#### Senior Creative Strategist // 2016-2018 (Clients: Nike, Jordan Brand, Apple)

*Grew revenue for large enterprise brands by developing custom strategies.*

- Joined as one of the first Creative Strategists, tasked with growing education and adoption of new media (vertical video and AR) with brands and agencies.
- Created some of the industry's first narratives for vertical video and AR, becoming the face of these formats across top agencies and brands.
- Responsible for \$XXm in annual ad sales, growing XX% YoY.
- Established a high creative caliber and industry recognition through innovation.
- Nominated for and won 10 major global awards for clients such as Nike and Apple.
- Led a team of 3 Junior Creative Strategists who supported clients of all sizes, including the team to support the platform's first direct response clients.
- Developed creative toolkits, played a key role in global new hire onboarding.

### TBWA\Media Arts Lab (client: Apple)

#### Senior Digital Program Manager // 2010-2016

*Set the vision to launch and grow key Apple Services globally by establishing the brands as digitally innovative and culturally relevant.*

- Developed and oversaw the full program for Apple Services' global advertising strategy & production (Apple Music, Podcasts, App Store, iBooks, iTunes).
- Grew a global, in-house team of 15 across Account Management, Strategy, Design and Engineering to fully service the business.
- Pitched and executed original creative sponsorship ideas to grow services across key markets (US, LATAM, EMEA, APAC).
- Delivered innovative campaigns on major social platforms - Facebook, WhatsApp, Instagram, Twitter, Snap, and Pinterest.

*More experience and references available upon request.*