

# SHAWN DEDELUK

*Innovative creative marketing leader with over 16 years of experience in integrated B2C and B2B marketing.  
Dynamic blend of left-brain creativity + right-brain strategy, in search of a world-class brand to help grow.*

## PROFILE

Creative Award Winner  
Keynote Speaker  
Community Volunteer

## SKILLS

Global Expansion  
Cross-Channel Marketing  
Marketing Measurement  
Spanish (C1 proficiency)  
Adobe Creative Cloud  
Ads Platform Certified  
Operational Efficiency  
Public Speaking

## EDUCATION

University of Toledo  
BA, Communication

## CONTACT

Email and phone  
upon request

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

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

## EXPERIENCE

### Expedia

#### Senior Manager, Creative Brand Marketing

West Hollywood, CA

May 2023 - Present

- Spearhead comprehensive global marketing campaigns across complex, cross-functional partners to deliver multi-channel projects
- Ensure alignment between business objectives and creative excellence
- Manage brand identity and strategy across the marketing funnel, leveraging traditional and non-traditional channels to grow travel revenue 7% YoY
- Lead brand integrations and sponsorships across broadcast, streaming, and live sports, driving +25% consideration
- Direct a team of brand marketers in the UK and Japan
- Develop and optimize processes; co-lead the internal AI Tiger Team to experiment and implement cutting-edge technological workflows

### Snap Inc.

#### Brand Strategy Lead, Global Expansion

Santa Monica, CA

May 2016 - September 2022

- Executed creative strategy and content development that drove \$350M in annual sales across top global clients (e.g. Amazon, Apple, Nike, and Starbucks)
- Led innovative and scalable marketing campaigns across the funnel
- Built and managed a team of 15+ internal and external brand strategists, designers, and producers across US, Europe, Middle East, India, and China
- Designed and executed strategic go-to-market plans for AR and Video ads across 24 countries, driving +45% YoY revenue increases
- Developed data-driven narratives and consumer insight reports to unlock new revenue opportunities
- Elevated the company's global presence through creative awards, masterclasses, keynote presentations, and cultivating local creator communities
- Oversaw pro bono initiatives, including pandemic health education campaigns in collaboration with the White House, the CDC, and Indian NGOs

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

#### Senior Program Manager

Playa Vista, CA

November 2010 - May 2016

- Supervised Apple Services' global advertising strategy and creative production, overseeing end-to-end program development
- Pitched and delivered creative campaigns to drive subscription growth +125% in key markets, including the US, LATAM, EMEA, and APAC
- Defined and executed the playbook for launching and scaling Apple Services globally through digital and social marketing campaigns
- Built and managed a global in-house team of 15 across account management, strategy, design, and engineering, expanding operations in the UK and China
- Lived in London for 9 months developing the local team and strategy for EMEA

Additional experience available upon request