

■ GOOD  
 ● HONEST  
 ▲ WORK

---

## Mike Vitellaro

### Creative Direction, Strategy & Leadership

---

## Contact

+1 503 703 6341  
 mike@goodhonest.work  
 http://goodhonest.work  
 instagram.com/mikevitellaro

---

## Personal Statement

An idea-driven creative leader passionate about and experienced with leading and developing talent, creative storytelling, and communications in all its forms and mediums.

---

## Education & Qualifications

University of Oregon  
 School of Journalism & Communications  
 2002-2006  
 BA Journalism, Creative Advertising, Digital Arts, Italian Language

---

## Experience

### Vice President, Creative Kindthread May 2022-Present

Develop brand voice, creative strategy, and execution for all Kindthread wholesale and direct to consumer channels. Lead and manage the creative team to deliver best-in-class branding and marketing creative. Lead and manage external agencies and develop strong partnerships and collaboration with internal stakeholders.

### CD, Global Brand Direction adidas Mar 2018-Dec 2021

Lead a team of writers, designers, and strategists developing brand narrative and creative direction 1-3 years in advance of our marketing and communications teams. We developed and define the look, feel, and tone of the adidas brand as well as developed brand strategy, narrative, and stories expressed through writing, photography, design, brand films, and many other forms of content.

### CD, Global Brand & Copy adidas Apr 2015-Mar 2018

Built the brand's global writing team from the ground up, hiring and managing a team of senior-level writers located in adidas offices across the globe. We worked to define and develop category and brand-level voice direction and copy.

### Associate Creative Director Swift Agency Jan 2015-Apr 2015

Co-led social and digital campaign strategy and creative for the Starbucks and REI accounts.

### Senior Writer Swift Agency Jul 2013-Jan 2015

Developed creative strategy and content for the Nike Running, Nike Golf, and HTC accounts.

### Product Story Writer Nike Jan 2013-Jul 2013

Worked with product designers and product line managers to develop foundational product stories at the onset of the 18-month product creation cycle for Nike Running, Nike Basketball, Nike Athletic Training and Nike Women's Training products.

### Brand Copy Lead LaCie Apr 2011-Jan 2013

Set brand voice direction and lead content creation for all brand touchpoints, including digital and product-level communications. Freelance Creative Director & Writer

### Good, Honest Work 2008-Present

Worked with a number of diverse brands including Nike, Beats by Dre, GQ Magazine, Microsoft and Palo Alto Networks, with agencies big and small including Nemo Design, Parliament, Rain Agency, Miniac, Zambezi, TBWA, and others.