

# Michael Zydzik

Advertising  
2601 1st Avenue SE  
United States

View the full portfolio at <http://www.thecreativefinder.com/mikeyaz17>

## Professional Experience and Curriculum Vitae

I've been a creative director for over 15 years.  
But I've been unbalancing the equation since birth.

I am first and foremost an advocate for the audience. Which, by extension, makes me an advocate for the client. My advocacy is expressed in developing brand creative that lives across all platforms, from traditional to digital and social media, building a holistic, authentic and clear brand voice.

So, what is great brand creative? Great creative is unexpected, consistent and powerful enough to make an audience feel something so deeply that they are compelled to do something. Hopefully something legal. Even better - that they are moved to experience a client's brand and fall in love with their products and services.

Hold on, how does that happen?

Well, the short of it is to build a foundation of bravery in your team and with your client. Bravery is fundamental to being unexpected and innovative. Innovation doesn't live on a straight line. It zigs and it zags. It's uncomfortable and disruptive. Yet the best ideas are often found in the most surprising and even absurd places, so it's imperative that a culture of fearless exploration and discovery be established and managed to thrive.

## Previous Clientele

KCRG-TV 9  
The Eastern Iowa Airport  
Hooplanow.com  
Koala Pay  
Origins  
Paramount Studios  
Fly Life Productions  
Taco Bell  
Phoenix Suns  
Realty Executives  
Super Shuttle

## Awards and Accolades

MICHAEL A. ZYDZIK  
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## CREATIVE DIRECTOR

Entrepreneurial and dynamic creative leader with 15+ years of experience shaping engaging and targeted campaigns, strategies, and executions that drive revenue growth. Quality-focused and hands-on leader who streamlines the full brand development process from concept through seamless execution across diverse sales and advertising platforms on both agency and client sides. Savvy business developer and visionary executive who builds high-performing teams and client bases from the

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Please kindly get in touch for portfolio works.