

# Tommy Pesavento

A creative director fueling brand, performance & content marketing @ scale.

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Hi, I'm Tommy. 🙌

I have a confession to make...I'm not just a creative director – I also love data. (Don't judge!)

The ongoing love triangle between creative, data, and me started early, when I first noticed that changing the copy on my lemonade stand sign increased sales by over 1,000%. (Okay, maybe not that much, but I did go from not making any sales to selling out of the overly-sweet concoction in just a few hours. Curious? Ask me what I did.)

Later in life, this translated into measurable impact at companies ranging from seed-stage startups to FAANGs and Fortune 100s. From ideation to execution to results, my full-funnel approach to marketing and creative strategy helps companies turn users into fanatics and brand love into actual revenue. Thirsty? Then let's make some lemonade.

## Work History

### Executive Creative Director

Super.com

01/2022 - Present

San Francisco, CA

- Directed the company's rebrand initiative, overseeing the conceptualization and execution of naming taxonomies, mascot creation, voice and tone guidelines, visual identity, design system, and a brand guidelines web portal. Post-launch, brand recall soared over 250%, validated by a lift study. Acted as a direct report to the CMO.
- Led a complete rebuild and redesign of Super.com in only 3 months, using Figma and Webflow integrations, including the build-out of a custom CMS, interactive 3-D animations, Lottie animations, and an atomic design system also utilized by the product design team.
- Hired Super's first-ever creative team of 15 people from scratch. Staffed the team to support brand and product design, long- and short-form copywriting, illustration, video production, social media, web development, SEO, project management, operations, and content marketing. We also produced one Super Bowl LVII ad for broadcast TV. Score!
- Managed a 7-figure creative/content budget spread across six agencies and vendors, as well as an extensive network of 20+ freelance designers and content creators for whenever we needed to scale up our output.
- Used AI tools like Midjourney and ChatGPT to deliver 100s of ad variants monthly (display, text, video) for performance marketing campaigns, across Meta (Facebook, Instagram, Reels), TikTok, YouTube for Action, Shorts, Google Performance Max and Demand Gen, and Rolt ad platforms. Consistently beat CPC, CAC and ROAS goals.
- Formed a Content Marketing team to produce daily social content (with five viral videos of 5M or more views), SEO-driven blog content that helped drive over 300K site visitors per month, and activation/retention-focused email campaigns. *Drove 7x increase in Super+ subscriptions and a 1,280% increase in website conversions.*
- Monitored key metrics such as CPC, CAC, conversion rates, website traffic, email health metrics, and social engagement through Google Analytics 4 and Amplitude; optimized content strategies for improved performance.

### Associate Creative Director (contract)

Publicis Sapient (part of Publicis Groupe)

01/2022 - 04/2022

Boston, MA

- Co-led a high-impact UX/UI and content design research project that informed Mayo Clinic's website and patient portal redesign, resulting in a 30% increase in user retention and a 25% improvement in overall user satisfaction.

### Director of Brand & Creative

Sourcegraph

12/2020 - 01/2022

San Francisco, CA

- Spearheaded a narrative project to redefine brand positioning, messaging, and vision; orchestrated integrated campaigns across diverse touchpoints, significantly enhancing demand generation effectiveness and driving a 35% increase in lead conversions.
- Drove the expansion of brand identity system by creating 100+ new assets and a new illustration library; established data visualization guidelines that improved data comprehension and decision-making process by 40%.
- Hired the company's first brand/creative team of 10 to support strategy, performance and product marketing, demand gen, social, events, video, animation, promos, contests, Easter Egg campaigns and web development.

# Tommy Pesavento (2)

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## Marketing Manager & Creative Lead Meta (Facebook)

03/2020 - 01/2021  
Menlo Park, CA

- Led a comprehensive brand narrative and research project to redefine the way Social Impact was integrated and resourced across Facebook's Family of Apps, resulting in merger of two business units and 5x increase in funding.
- Created and owned full execution of GTM assets for interest-based audience segment events, product and feature launches, activation campaigns, and engagement for 1M+ follower social media accounts.
- Drove a record-setting "Giving Season" campaign in Fall 2020 which surpassed internal estimates by 30%.
- Engineered team of 12 FT contract employees to drive programmatic content and campaigns, yielding a 20% uptick in engagements and a 15% surge in fundraising efforts.

## Creative Director Chan Zuckerberg Initiative

11/2017 - 03/2020  
Palo Alto, CA

- Reimagined the CZI website from the ground up in WordPress VIP, including a new design system and custom CMS.
- Defined and expanded a redesigned brand identity system across all digital properties and touchpoints.
- Led creative and content production for 360/multichannel campaigns for product launches and funding.
- Built CZI's first in-house creative team to support copy, design, web, content, video and photography.
- Designed and supervised production of a multi-million-dollar in-house video, photo and editing studio.
- Ideated and produced experiential design displays and exhibits for large-scale events such as SxSW and ISTE.

## Director, Brand & Creative GoGuardian

06/2015 - 11/2017  
Los Angeles, CA

- Recruited as the founding creative director. Established initial brand identity, guidelines, positioning, GTM messaging, key personas, and customer journeys while hiring and leading the startup's first-ever creative team.
- Created multichannel demand generation content and lead capture programs and campaigns, spanning video, social media, community groups, and events, leading to a #66 placement on the 2018 Inc. 5000 (#1 in Education).
- Redesigned and rebuilt the company website from the ground up with a headless CMS (Gatsby, Contentful).

## Senior Designer & Brand Strategist Edmodo

04/2014 - 06/2015  
San Mateo, CA

- Crafted campaign strategies and designed creative assets for Sales, Marketing, and Growth teams.
- Defined and championed the vision for our brand voice, narrative, positioning, pricing and packaging, and go-to-market strategy, contributing to a 66% increase in user growth (30MM to 50MM) in one year.

## Education, Certifications & Training

Bachelor of Arts, Communications / University of Colorado  
Marketing Analytics / University of Virginia Darden School of Business  
Organizational Leadership / Harvard Business School Online  
Qualitative Research Methods / University of Colorado

Salesforce Certified Pardot Specialist  
Google Analytics Individual Qualification  
Industry Design Professional, Room & Board  
B2B Trade Designer, Williams-Sonoma

## Awards, Activities & Affiliations

2 x ADDY Awards  
2 x MUSE Creative Awards  
1 x Webby Award  
1 x Shorty Award Finalist

2 x MarCom Awards  
2 x AVA Digital Awards  
2 x Int'l Design Awards  
2 x Inc. 5000 - #66 overall

2 x Adobe Creative Jam Judge  
Advisory Board, AIGA LA  
Member, Mensa International  
Member, The Summit