

## **Todd Copilevitz**

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Senior marketing professional — and recovering journalist — with a compelling track record of delivering programs that harness digital channels, including social networking and viral communications, to drive brand preference, loyalty and sales for clients.

### **What Others Say**

*"Todd has brought a new perspective on social media to BBDO. He has empowered our digital team to deliver superior value to our customers within North American network. Great social media strategist and holistic digital thinker, Todd always provides actionable insights to enable campaign development to contain a digital twist."*

Roger Ares, SVP-Analytics, BBDO Atlanta

*"Todd brings ideas to life. It takes a force of personality to bring about change in an organization, and social media requires an organization to think about itself differently. As part of JWT's team, Todd spearheaded the socialization and implementation of what social can do for a brand... He brought to life how to manage a true social program for a risk adverse client [The United States Marine Corps]. Three years later, social is one of our primary drivers of leads, a vital part of our branding efforts and services."*

Jay Cronin, Director of Client Operations, JWT Atlanta

*"I have been consistently amazed by Todd's ability to walk into a room, grasp a client's interactive challenges with lightning-like speed and then come up with an envelope-pushing creative solution. I've yet to see someone who can get clients as excited about the opportunities as Todd can."*

Harley Jebens, Director of Content, The Richards Group

### **BBDO (Atlanta)**

**2009 to June 2011**

#### ***Vice President of Digital Strategy***

- Directed global effort for network client to measure social media impact and develop metrics that used social media as predictor of sales.
- Launching an innovative social network marketing effort for a travel client that draws from TripAdvisor to increase conversion rates from online media.
- Revising strategy for AT&T Wireless' online gift guide injecting persona-based product recommendations in order to integrate with Facebook and other social networks and drive more online sales.
- As agency's first senior digital leader, I led a task force to identify and implement the processes and staff restructuring necessary to achieve integration of digital opportunities across our client solutions.

### **JWT/RMG Connect (Atlanta)**

**2006 to 2009**

#### ***Partner/Director of Digital Strategy***

- Developed a social network/web 2.0 monitoring program that provides our clients daily analysis of emerging topics, favorability trends and influencer identification. Distribution of the Marine Corps' analysis now reaches into the upper levels of the Pentagon.

- Crafted a social networking strategy for the Marine Corps, striking a balance between empowering others to tell the proud story of the Marines and the fundamental philosophy that the Corps is not for everyone.
- Launched Our.Marines.com (now LifeAsAMarine.com), dedicated to reconnecting Americans with their Marine Corps. Using the stories of Marines, their friends and families, we reminded parents and other influencers what the true value of the Marine Corps is. Visitors to the site were 12% more likely to contact a recruiter.
- Led strategy and content planning on the highly successful multi-million dollar re-launch of Marines.com and MarineOfficer.com. The site was built around the social network behaviors of prospects. While other branches were missing recruiting goals, the Marine Corps exceeded all its goals.

**TracyLocke (Dallas & Wilton, CT)**

**2004 to 2006**

***Director of Communication Strategy***

- Created first communications strategy position for the agency's 46-person in-house media team, broadening the media spend across digital and offline channels. Clients included PepsiCo, Harrah's Casinos, Frito-Lay and Pizza Hut.
- Led agency and client education programs to highlight of new technologies that increased consumer control and demonstrated the options those created for marketing that consumers welcome.

***Director of Digital Initiatives***

- Developed strategy, and sold through Project D.U., a \$1.4M blog-based college audience marketing program for AT&T/SBC, highlighted by *The Wall Street Journal* for its ground-breaking approach.

**The Richards Group (Dallas)**

**1999 to 2004**

***Director of Interactive Strategy/Director of Richards Interactive***

- Launched Nokia's first blog-marketing program, in 2001. That led to assignment of coordinating international online program for entry into the game device category. I coordinated marketing and measuring strategies with other agencies in APAC and Europe.
- Developed a partners and promotions strategy for The Home Depot that integrated online components into all sports sponsorship packages. The first execution was ESPN College GameDay, a three-year \$30MM high-margin project.

**Brierley + Partners (Dallas)**

**1999**

***Director of Interactive Strategy***

**WaveBase 9**

**1997-1999**

***Founder/President***

**The Dallas Morning News**

**1987-1997**

***Senior Writer/Columnist***

**Bachelor of Journalism**

**University of Missouri**

**Personal**

- Father of two girls and one dog. When not on the road for work, I long for weekends scuba diving in warm waters, but usually can be found with camera in hand at my daughter's soccer games.