Marc Levy Strategic & Creative Planner

SID.

Fingers worked to the bone

If you want a giant chip in a

Trying to prevent sweat

Cracker Jack "Ballpark

stains watching his

Vendor of the Year" competition.

Bowl on New Year's Eve.

guy.

launching the Tostitos Fiesta

(marcus creativus)

Brain that put "speed Hair permanently spiked from daters" in Ford's new meeting the rabid fans inducted Fusion sedan. Grav hair from building into his Visa Hall of Fans at the Olympic programs for Visa, Pro Football Hall of Fame. Parke Davis & Samsung. More gray hair, wondering how we were going to get a Bugged-out eyes, meeting giant brain in Times Square insane football fans while for the launch of Yahoo! running PR for the World Answers. Cup for MasterCard in Japan. No longer sneezing, thanks to Zyrtec's OTC launch. Ear pierced the day he got out of the Army (really!); removed after **Beard** graduating from University of 2015-2019 Buffalo where he served as Asst. Replica of Vans tshirt worn launching Amex's "One" card - savers vs. spenders, anyone? giant bowl of salsa, Marc is your Three daughters; hoping they marry "rich." Pride felt working with GSK to help men fight prostate cancer.

Cheering after winning PRSA's Silver Anvil (his 2nd) for the MasterCard

Memorable Moments campaign.

Work History

- · Kahn Communications, 1994-1995, Drone
- · Ketchum, 1995-2001, Brand Practice
- MasterCard, 2001-2005, Director, Global Marketing Communications
- Cohn & Wolfe, 2005-2010, ECD/US
- Ketchum (yes, AGAIN) 2010-2019, Partner, MD/Creative
- Fordham University, Adjunct Professor of Communications

Neat stuff about Marc

- US Army Distinguished Honor Graduate, US Army Quartermaster School
- Named to Holmes Report Innovator 25 list for 2018
- Developed CW's first formal senior mentoring program; Managed Ketchum's Fellows Program
- Authored Ketchum's new Brand Narrative for global re-org
- Created proprietary brainstorming techniques for use cross-agency and cross-practice
- Developed insight, strategy, creative, branding and story-telling products/tools for internal and external use
- · Co-managed global creative network
- · Has seen Billy Joel in concert 35 times
- Co-host of "Unreel" movie podcast (available on iTunes!)

Key Client Work & New Business Wins



