Adam LaRocca
Creative Director

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PROFESSIONAL SUMMARY

Award-winning Creative Director with 18+ years driving brand innovation and cultural relevance for global clients. Proven track record leading high-performing teams to deliver campaigns recognized by Cannes, One Show, Effies, and Clios. Expertise in building emotionally resonant brand platforms that deliver measurable business impact.

CORE COMPETENCIES

Leadership & Strategy

Creative Direction, Team Development, New Business Dev., Cross-Functional Collaboration, Creative Culture Building, Campaign Platform Development, Content Strategy, Brand Strategy, Client Relations, Stakeholder Management

Creative Excellence

Concept Development, Branding, Brand Storytelling, Integrated Campaign Development, Art Direction, Visual Design, Experiential Marketing, Event Activations, Presentation Craft

Execution & Production

TV and Video Production, Digital Marketing, Social Media, UX Design, Print Production, Production Management, Multi-Channel Campaign Executions, AI Image/Video Prompting and Iteration

PROFESSIONAL EXPERIENCE

THE MITCHELLS AGENCY

Creative Director | 2026

- Stood up a lean creative team for Tallahassee Memorial HealthCare, FSU Health and Capital Health Plan; reenergized brand voice and social engagement for Piggly Wiggly and MidSouth Bank

BRIGHT RED (OMC)

Creative Director | 2022–2025

- Co-led 12-person creative department across 20+ tourism, hospitality, FSR and CPG accounts
- Spearheaded integrated campaigns driving double-digit visitation increases for Belize, Rhode Island and Daytona Beach. Discover the Palm Beaches experienced record-breaking performance with 1 million additional visitors in 2024 alone
- Led new business initiatives resulting in major wins across multiple verticals
- Directed creative for premier destinations: Bermuda, Barbados, Visit Central Florida and Bryce Canyon
- Oversaw luxury hospitality creative for Renaissance Curaçao, Renaissance Aruba, and Leading Hotels of the World properties, including ILTM Cannes takeover
- Directed photoshoots and content design for Domino and C&H Sugar

FKQ

Creative Director | 2018–2022

- Led 12-member creative department driving omnichannel brand platforms across TV, digital, social and experiential for Fortune 500 clients and non-profits
- Played key role in new business wins and agency growth initiatives
- Mentored creative talent, improving team performance and cross-functional collaboration
- Developed brand storytelling frameworks strengthening customer & employee engagement for car rental giants Hertz, Dollar and Thrifty
- Partnered with strategy, UX and media teams to deliver culturally relevant creative for PODS, McDonald's, Melitta Coffee and others

VML
Associate Creative Director | 2013–2017

- Led global digital and social initiatives for blue-chip brands, driving award-winning work contributing to agency's A-List Top 5 ranking
- Produced Cannes, Clio and Webby-recognized digital work for Gatorade across Instagram, YouTube, Xbox and emerging platforms
- Modernized iconic "Be Like Mike" campaign to be socially-driven, with the campaign reaching 57 million impressions in a single day
- Pioneered acclaimed VR/360° video experiences for younger athlete audiences
- Led e-commerce and CRM creative for NAPA Auto Parts and crafted emotionally resonant campaigns for Bayer Animal Health

ON IDEAS
Associate Creative Director | 2011–2013

- Mentored 9-person award-winning creative team across banking, retail, tech, healthcare and QSR clients
- Led new business wins and spearheaded rebranding initiatives across multiple verticals
- Created viral experiential initiative for Jacksonville Jaguars that won the account

PUBLICIS SEATTLE
Integrated Art Director | 2010–2011

- Repositioned T-Mobile as challenger brand during 4G rollout, establishing their Un-Carrier identity
- Created broadcast, social, and digital campaigns for T-Mobile, HomeAway and Big Fish Games, including product launches and brand positioning

22SQUARED
Art Director | 2007–2010

- Created national TV, social content, and in-store experiences for Buffalo Wild Wings
- Designed One Show-recognized print campaign for PODS
- Contributed to Effie Award-winning integrated campaign for Lincoln Financial Group

R&R PARTNERS
Art Director | 2005–2007

- Contributed to iconic "What Happens Here, Stays Here" campaign for Las Vegas CVA
- Developed smoking prevention and cessation campaigns for Arizona Anti-Tobacco
- Created Best of Show-winning work for Valley Metro at Phoenix ADDYs

EDUCATION

The Creative Circus
Portfolio Program, Art Direction

Florida State University
B.S. Advertising

AWARDS & RECOGNITION

Cannes Lions, One Show, Clios, Effies, Webbys, Graphis, ADDYs (Best of Show, Regional & National), B2B ACE Award for best use of innovative media, Travel Specific: Adrian, Magellan and Flagler Awards

TECHNICAL PROFICIENCIES

Adobe Creative Suite, Generative AI Tools & Workflows, Figma, Keynote, Microsoft Office