

SHAMEKA M. BROWN

WRITER + ECD/CD + EXECUTIVE COACH

www.TheBrownScribe.com • Shameka@TheBrownScribe.com • New York, NY 10027

EXPERIENCE

[a company called] Culture May 2021–Present

Executive Creative Director New York, NY

- Provides culturally relevant thought leadership throughout research, planning, creative development and production phases
- Explores employer branding through an inclusive lens to convert a wider range of consumers and candidates
- Leverages creative network to source a diverse pipeline of senior and executive talent

The Brown Scribe May 2014–Present

Founder, Creative Director & Writer New York, NY

- Produces advertising content and provides thought leadership for creative departments, in-house agencies, organizations and individuals around the U.S., including Carol H. Williams Advertising, Vice Media, Saatchi & Saatchi, BBDO, The 360 Agency, ADCOLOR, PaintBox Laboratories, Beats By Dr. Dre, Fancy Rhino, McCann HumanCare, BLVD Content, Troika, Burrell Communications, BounceU of College Point, McCann Worldgroup

The Only One There January 2019–Present

CEO & 3CP Certified Executive Coach New York, NY

- Facilitates empathy-based workshops and assessments to help clients develop self-advocacy and leadership skills
- Leverages emotional intelligence to help managers effectively lead diverse teams in ever-changing environments
- Creates space for clients to thoughtfully identify and implement the next steps in their careers
- Certified in the Neethling Brain Instruments (NBI), Team Diagnostic Survey and Hogan HPI, HDS and MVPI assessments

The Adversity Group May 2017–Present

Managing Partner New York, NY

- Co-leads the development of Diversity, Equity & Inclusion (DEI) initiatives and programs
- Establishes partnerships with c-suite leaders to help them create work cultures that welcome difference
- Provides organizations access to advertising professionals of color, in support of creating more inclusive messaging

Walton Isaacson July 2012–April 2014

Group Creative Director New York, NY

- Executed below-the-line consumer engagement programs in experiential, social, digital platforms and print for 7 of 8 NY accounts, including Degree Men, Degree Women, CLEAR Ultra Shea, Suave, Dove, Axe, Tequila Avión
- Ran NY office as GAD during 2014 Strategic Planning on all 7 accounts, August – November 2013
- Donned multiple hats: GCD, GAD, Writer, New Business Director, Art Director, Art Buyer, Print Producer, Psychotherapist

Young & Rubicam January 2010–July 2012

Associate Creative Director New York, NY

- Created integrated campaigns for Land Rover, Light & Fit
- Worked on Goldman Sachs, Activia, Cellular South, Conrad Hotels, United Negro College Fund, Fisher Price

Uniworld Group April 2008–January 2010

Creative Director New York, NY

- Wrote multimedia campaign for Time Warner Cable that tripled the TWC ad budget for 2010
- Produced multicultural campaigns for Ford, 3 Musketeers and The Home Depot

Freelance Copywriter January 2007–January 2008

Various Ad Agencies New York, NY

- Created integrated campaigns for agencies based in New York City, including Translation (Chevy Malibu, Ice Breakers), SpikeDDB (Ambi Skincare), Jack Morton Worldwide (Nokia), Saatchi & Saatchi (Yoplait)

Foote, Cone & Belding November 1999–August 2006

VP, Senior Copywriter New York, NY

- Launched Chocolate Creme Oreo, Mini Oreo, Nabisco's Snack Fairy and Trane CleanEffects™
- Worked on Samsung, General Foods International Coffees, 100 Calorie Packs, Jamaica, Dole, Fig Newtons, Nickelodeon, Oreo, Infusium, Mr. Coffee, Creme Savers, Nivea, Chips Ahoy!, IRC, Sunbeam, Fordham University, Diet Coke, Eucerin

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EDUCATION & TRAINING

Columbia University, Teacher's College New York, NY

Columbia Coaching Certification Program (3CP) Level 2, High Distinction June 2020

VCU Adcenter Richmond, VA

M.S., Mass Communications, Copywriting May 1999

Syracuse University Syracuse, NY

Dual B.A., Advertising & Spanish, Phi Beta Kappa May 1996

INDUSTRY BUZZ

2023

- **Winner**, 4A's, MAIP Diamond of the Decade, 1990s
- **Co-Creator & Facilitator**, Air Cover Leadership Development Program
- **Presenter**, The Creative Ladder, Rising Leaders Academy, Workshop: Coaching Problem-Solvers
- **Facilitator**, Mimconnect, In Good Company Virtual Conference, Workshop: The Coaching Corner

2022

- **Facilitator**, The Advertising Club of NY, Women's Master Class: You Belong Here (Imposter Syndrome)
- **Member**, Syracuse University, Newhouse Creative Council
- **Guest**, A Dose of Black Joy & Caffeine Podcast, Season 3, Ep. 77
- **Speaker**, Syracuse University, Coming Back Together (CBT) Business Conference: Managing Your Personal Brand
- **Speaker**, 4A's Talent Talk: The Importance of a Talent Blueprint
- **Judge**, AICP Next Awards, Purpose Driven Category

2021

- **Speaker**, 3% Conference: No Thanks, I'll Do It Myself
- **Facilitator**, 3% Conference, Workshop: What Will It Take?
- **Speaker**, The Broad Exchange: The Power of Privilege and Allyship
- **Speaker**, VCU Brandcenter, BCX Collective: A Different Type of Club
- **Speaker**, SXSW, Secrets to Inclusivity: Work with the Messy Middle

2020

- **Speaker**, BIC Lecture, LEAD IN Series: Leading with Intention
- **Speaker**, The Drum, Agencies 4 Growth Festival: Stories of Being Black in Advertising
- **Executive Coach**, ADCOLOR Office Hours
- **Speaker**, ADCOLOR: Be Your Best You
- **Honoree**, The Advertising Club of NY: Icons, Rockstars & Innovators
- **Speaker**, Cannes Can: Diversity Collective, Inkwell Beach: D&I is in My DNA
- **Guest**, Mixed Company Podcast, Ep. 77

2019

- **Lead Writer**, ADCOLOR Industry Conference
- **Practitioner**, Neethling Brain Instruments (NBI) Certification
- **Practitioner**, Foundations of Neuroleadership Certification

2018

- **Lead Writer**, ADCOLOR Industry Conference
- **Guest Blogger**, The 3% Conference

2017

- **Lead Writer**, ADCOLOR Industry Conference
- **Guest Blogger**, The 3% Conference