



Summary

I make media you tap, swipe, scroll or binge. Proficiency in subscription streaming services, design and user experiences. Persuasive presentation skills with an ability to convert complex concepts into clear, compelling ideas. I've helped major media brands launch data-driven design solutions acquiring over 75M+ subscribers and 1 billion followers.

Areas of Expertise

- AI and Emerging Generative Tools
- Extensive Industry Experience
- High Production Standards
- Executive Design Leadership
- Cross-Functional Collaboration
- Brand Strategy
- Stakeholder Management
- Strong Communication Skills
- Conceptual Vision

Professional Experience

The New York Post Group

New York, NY

Group Creative Director, 09/2021 – Present

- Collaborate with stakeholders to define creative strategy
- Manage talent across print, digital, UX, social and emerging generative platforms
- Formulate company-wide design strategy with KPIs for engagement, monetization and user delight
- Gather user insights to inform design decisions and enhance audience satisfaction
- Establish processes to ensure brand expressions align with business strategy and creative voice
- Evolve digital portfolio into forward-looking product executions

BritBox International

New York, NY

Head of Design, 09/2021 – Present

- Improved customer acquisition, subscriber satisfaction and reduced churn
- Established AI-powered design workflows producing 25% cost savings
- Optimized creative best practices to achieve 30% increase of productivity
- Led creation of key art, marketing, video and social assets resulting in rapid scale of business goals
- Responsible for North America, Canada, Australia, South Africa, Nordics and new markets

WWE Advanced Media Group

Stamford, CT

Vice President Creative, 12/2018 – 08/2021

- Led creative for social platforms generating over 1 Billion followers
- Grew YouTube into the #1 Sports channel with over 80+ million subscribers
- Increased social media growth by 4x and became #1 most influential brand on Twitter
- Oversaw digital marketing, social media, streaming, content, podcasts and direct-to-consumer
- Improved creative department efficiency reducing delivery time by 33% with 2x output capacity
- Supported launch of Documentaries Division delivering 66% YoY content creation growth
- Implemented digital show packaging, key art, motion graphics and social marketing design
- Hired and mentored a team of 32 design professionals with five direct reports
- Migrated entire WWE Network service to NBCU's Peacock ahead of schedule and under budget

Complex Networks

New York, NY

Head of Design, 10/2016 - 12/2018

- Joined Complex after being acquired by Hearst/Verizon partnership
- Achieved a 60% increase in sponsorship sales by successfully pivoting creative from print to video
- Generated a 5 million subscriber and 750 million view increase for web series *Hot Ones*
- Positioned Complex for growth through video innovation, hit franchises and content licensing
- Led design for long-form episodic series sold to Netflix, PlutoTV, Philo, Hulu, iFlix and Tubi
- Managed brand portfolio including Complex, Sole Collector, First We Feast and Rated Red

Hearst Entertainment

New York, NY

Executive Creative Director, 04/2013 - 10/2016

- Reported directly to the President, advisor to Hearst's worldwide brands
- Incubated new digital products, OTT, SVOD, video content and internal start-ups
- Directed new business product concepts for Hearst investments including Roku, Mark Burnett Productions, Vice, A+E Networks, Complex, BuzzFeed and Hearst Local Television

The Coca-Cola Company

New York, NY

Contracted Creative Director, 09/2012 - 04/2013

As a member of the acclaimed Wonderfactory Studio, re-imagined the Coca-Cola corporate web site as a social media content hub. Pivoted from a traditional marcomms tool into a dynamic storytelling destination. Surpassed the company's metrics goals with substantial results in the first 12 months.

NBC Universal

New York, NY

Digital Media Creative Director, 01/2006 - 09/2012

- Member of leadership team that incubated Hulu, a top five U.S. video site within six months of launch
- Designed digital products for NBCU's portfolio of cable brands including USA, Bravo, and CNBC
- Collaborated with digital ad sales to conceive, pitch and win sponsorships

Education

Pratt Institute — Brooklyn, New York, BFA Communication Design

Industry Recognition

Speaker at popular conferences, colleges, podcasts and panels. Guest lecturer at Carnegie Mellon University's Human Computer Interaction Institute. Member of The Academy of Television Arts & Sciences.

Portfolio

<https://www.davidvogler.com>

<https://www.linkedin.com/in/davidvogler>