

Greg McLain

Account Supervisor / Strategist

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- Account & strategy specialist looking for an account management or brand strategy/planner position.
- 12+ years working with, studying, researching, & analyzing consumer & market trends in an international environment.
- Expertise in the automotive, technology, and science industries, including consumers, markets, and brands.
- Quick learner & always put 100% into everything I do + excellent organizational & time management skills.

WORK EXPERIENCE

Strategist

October 2022 – February 2023

Commonwealth//McCann • Detroit, MI - Remote

- Client: Chevrolet / General Motors
- Working across various projects both on a domestic scale and international scale from competitive analysis to brand aspects for future business and strategic decisions.
- Bringing in my experience and background on a more cultural level, helping to add another layer onto projects to increase insights and strategic plans.

Account Supervisor

December 2021 – October 2022

215 McCann • San Francisco, CA - Remote

- Clients: Avalara, LinkedIn
- Successfully managed and led our new client through their first ever brand campaign and TV spots, generating increased initial engagement through digital and site traffic.
- Actively managed multiple work streams with multiple internal client teams and client partner agencies to successfully launch their fully integrated campaign across TV, digital, out-of-home, social, website, email, and influencer/celebrity partnerships.
- Assisted in the development of standardized project systems to work on increasing agency efficiency both internally and with client interactions during campaigns and throughout the entire campaign process.

Senior Account Manager

September 2017 – December 2021

projekt202 (Formally Cibo) • San Francisco, CA - On-site / Remote

- Clients: Subaru Asia, Sumitomo Mitsui Banking Corporation (SMBC), Damon Motors, NTT Data
- Managed our two main clients, growing revenue from ~\$6 MM to \$9 MM+ and maintaining them as our most consistent revenue.
- Oversaw everything from simple targeted campaigns to full integrated campaigns, creating 32 TVC spots and building out integrated assets from there based on client objectives. Utilizing TVCs, print, digital, social, dealership assets, events, out-of-home, website design, and research.
- Office was small, so I wore many hats acting as product specialist, production management, strategic and creative brief creator, daily client interaction, finances (agency & production), and any other various duties as needed. Also assisted other clients in a strategist role on projects.

Assistant Account Manager

January 2017 – September 2017

Swirl • San Francisco, CA - On-site

- Client: Juniper Networks
- Assisted with execution of campaigns, website redesign, event design and strategy, brand strategy, commercial concepts, and production.
- Utilized background in research/analysis to craft creative and strategy briefs for campaigns and thought leadership initiatives.
- Led the development of more efficient workflows and team finance tracking, utilizing established systems already integrated into the agency.

EDUCATION

Ritsumeikan Asia Pacific University · Beppu, Japan

M.B.A. — Marketing and Management

Thesis Title: Egoism and Altruism in Today's Auto Industry: A Cultural Comparison of the Interaction Effect Between Eco-Friendliness, Performance, and Connectedness.

Waseda University · Tokyo, Japan

M.A. — International Relations

Thesis Title: The Future of Green Automotive Tech in Japan: Hybrids, EVs, and Diesels.

University of Minnesota - Twin Cities · Minneapolis, MN

B.A. — Cultural Anthropology

Minors: Mechanical Engineering, East Asian Studies, and Cultural Studies and Comparative Literature.

SKILLS & OTHER

Marketing / Advertising: Strategic Planning, Brand Strategy, Integrated Campaigns, Competitive Analysis, Business Strategy, Cultural Studies, Research

Project Management: MS Projects, Teamwork, Communication, Detail Oriented, Organized

Design: Photo Editing, Video Editing, HTML5 Banners, Subtitling, Digital Banners, Print, OOH, Social

Tools: MS Excel, MS PowerPoint, MS Word, BrandWatch, Qualtrics, Google Sheets, Google Docs, Google Slides, Google Forms, MS Teams, Photoshop, Illustrator, After Effects, Apple Pages, Apple Keynote, Apple Numbers

Language: English (Native), Japanese (Moderate)