

# Greg McLain

## Brand Supervisor

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- Proven account leader and strategist in B2C and B2B, crafting impactful campaigns and building strong brands.
- Expertise lies in crafting winning strategies, managing complex accounts, fostering strong client relationships, and executing campaigns, both domestically and internationally.
- Adept at analyzing consumer and market trends across international landscapes informing data-backed and cultural strategies.
- Experience in automotive, technology, banking, and science industries, including consumers, markets, and brands.
- Quick learner dedicated to excellence, with strong organizational and time management skills.

## WORK EXPERIENCE

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### Brand Supervisor

December 2021 – February 2023

McCann Worldgroup • San Francisco, CA

- Clients: Avalara, LinkedIn, Chevrolet / General Motors
- Managed a team of 10 people, led a new client through their inaugural brand campaign, including captivating TV spots and campaign extensions, gaining full support and excitement from their C-Suite and internal teams across the company and leading to a successful launch and increased engagement of at least 10%.
- Orchestrated seamless launches of \$5M+ multi-faceted marketing campaigns across TV, digital, OOH, social, website, email, and influencer partnerships, juggling various work streams with internal and external stakeholders.
- Developed and implemented standardized project management systems, streamlining campaign processes and improving agency efficiency by 15%, both internally and externally with clients.
- Contributed to domestic and international projects, conducting in-depth competitive analyses and crafting brand strategies for the U.S. and global markets.
- Utilized my cross-cultural fluency, combined with extensive automotive experience, added unique perspectives, enriching insights, and strengthening strategic plans for various models and business goals.

### Senior Brand Manager

September 2017 – December 2021

Stellar Elements • San Francisco, CA

- Clients: Subaru Asia, Sumitomo Mitsui Banking Corporation (SMBC), Damon Motors, NTT Data
- Managing a team of 5-10+ people, navigated fierce competition to establish Subaru in nine Southeast Asian markets and China, managing multi-channel ad content creation.
- Led and managed all ad content (32 TV spots, print, digital, social, dealerships, shows, website, out-of-home) for Subaru Asia, the agency's largest client, acting as both brand and technology expert.
- Researched and analyzed market landscapes to formulate winning brand and model campaign strategies, informing the client with fact-based and cultural recommendations.
- Managed the development and launch of the client's new website across all markets and languages.
- Managed international pre- and post-production for TV commercials, collaborating with clients across countries and time zones to ensure accuracy and brand alignment.
- Served as a critical liaison between Subaru Asia and production teams, ensuring seamless communication and accurate portrayal of the brand & technology throughout TV commercials and ad materials.
- Maintained daily client interaction and handled agency & production finances, demonstrating adaptability and resourcefulness, especially with a challenging time difference.
- Managed various other clients across the agency, in addition to Subaru, with combined yearly account budgets of \$10M+ across B2C and B2B, across all channels of marketing both internally and externally.
- Developed agency wide standards and systems that were implemented across all clients to track creative resources, project assets, and client finances – leading to improved efficiencies in client, project, and finance management by more than 25%.

## Assistant Brand Manager

January 2017 – September 2017

swirl | mcgarrybowen • San Francisco, CA

- Client: Juniper Networks
- Navigated diverse work streams, ensuring on-time, on-budget project completion aligned with strategic goals.
- Crafted compelling project briefs and inspired teams to kick off projects with clarity and purpose.
- Conducted in-depth market research, providing weekly competitive analysis reports that illuminated client landscapes and informed pre-campaign strategies.
- Bridged the gap between clients and creative/production teams, translating feedback and concerns into actionable insights, ensuring exceptional outcomes.
- Assisted account teams in maintaining accurate and timely billing, including invoicing, budget tracking, and completion percentages.
- Built trust and strong relationships with both internal teams and clients, fostering open communication and collaboration.
- Seamlessly managed internal and client meetings, coordinating schedules, securing rooms, and crafting comprehensive notes, ensuring key stakeholders were engaged and informed.
- Maintained up-to-date, insightful weekly status reports, keeping all project components transparent and on track.

## EDUCATION

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### 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

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**Team Management:** Cross-functional Collaboration, Team Building, Process Improvement, Resource Allocation, Cultural and Emotional Intelligence, Relationship Building, Stakeholder Management

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

**Project Management:** Project Planning, Timeline Management, Finance Management, Adaptability, MS Projects, Teamwork, Communication, Detail Oriented, Organized

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

**Tools:** BrandWatch, Qualtrics, Google Suite, MS Office Suite, Photoshop, Illustrator, After Effects, Apple Suite

**Language:** English (Native), Japanese (Intermediate)