

BRIAN HUBBARD

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SUMMARY

Globally experienced advertising professional with marketing communications agency leadership success across the Americas and Asia, now dedicated to teaching and mentoring the next generation of advertising professionals at the University of Nebraska-Lincoln.

TEACHING EXPERIENCE

College of Journalism and Mass Communications

University of Nebraska-Lincoln
Lincoln, NE

Fall 2021-Present

- Teach advertising and public relations to undergraduate students, including Introduction to Advertising and Public Relations, Strategic Writing, Research and Strategy Development, Advertising and Public Relations Campaigns, Copy & Concept
- Serve as lead faculty advisor to NSAC (National Student Advertising Competition)
- Co-Chairman of College Awards Committee
- Served as faculty advisor to Heartland Webzine, a student-run publication focusing on telling stories about
- Served on Research and Creative Activity and Curriculum Committees

S.I. Newhouse School of Public Communications

Syracuse University, Syracuse, NY

Fall 2019-Spring 2020 (on campus)

Fall 2020-Spring 2021 (remote)

Visiting Professor-Advertising

- Taught advertising to both graduate and undergraduate students, including International Advertising, Digital Marketing and Branding, The Big Idea in Advertising, and Account Planning and Research

PROFESSIONAL EXPERIENCE

ATTO, Singapore

January 2011 - July 2019

Co-founder and Director of Singapore office of integrated marketing communications agency focused on providing consulting, strategic planning, multi-channel creative development and campaign execution/measurement across both traditional and digital channels

- Oversaw the development of 500+ campaigns in over 20 countries
- Responsible for developing and executing multi-national marketing plan for US-based AI-startup, Lapetus Solutions Inc. (LSI), resulting in it ascending to first place in awareness and trial in PlugandPlay's #insurtec space in 2018
- Created multi-channel launch campaign for Singapore Life, the country's first digital life insurance startup

ATTO, Mexico City

1999-2011

President

Founded integrated marketing communications agency specializing in the development and execution of multi-channel campaigns in traditional, digital and social media. Attracted major national, regional and multi-national clients, including Ford, American Express, Jose Cuervo, Walmart, and Principal Financial

- Most awarded independent agency in Mexico 2004-2009
- Created the first online experiential campaign for Ford Mexico, resulting in a major shift of their annual marketing budget from traditional to digital channels
- Developed 'Club Cuervo' for bartenders, resulting in a 30% country-wide increase in sales of Cuervo products in participating bars

WUNDERMAN, Mexico City

1995-1998

President and CEO

Transformed underperforming office of global agency network from an 8-person, 1-client operation into the largest integrated marketing communications agency in Mexico in 3 years, with over 80 staff and 12 clients.

J. WALTER THOMPSON (JWT) MEXICO

1992-1995

Senior V.P., Regional Account Director

-Agency leader on Unilever and Kraft throughout a 12-country network, responsible for overall strategic direction, client service and profitability

-Led the team that introduced the Oscar Mayer to Mexico, which gained overnight awareness through the innovative adaptation of the brand's iconic assets and jingle

LEO BURNETT MEXICO

1990-1991

Regional Account Director

Responsible for Procter & Gamble detergent and hair care business throughout Latin America.

DDB SAN FRANCISCO

1985-1989

Sr. Copywriter

Created advertising campaigns for major local and national clients, including Granny Goose, Bank of Nevada, and Safeway.

CHIAT DAY SEATTLE

1983-1985

Copywriter

Developed award-winning advertising for Alaska Airlines and creative campaigns for SeaFirst Bank and The Seattle Times.

YOUNG & RUBICAM NEW YORK

1980-1982

Account Executive

Eastern Airlines

General Foods

EDUCATION

B.S.-Advertising/Public Relations

S.I. Newhouse School of Public Communications

Syracuse University

ADDITIONAL QUALIFICATIONS

_Fluent in Spanish, both written and spoken

