

# DEREK PEET

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## PORTFOLIO [derekpeet.com](http://derekpeet.com)

### **DARKROOM LOS ANGELES** CONSULTING CREATIVE DIRECTOR

JANUARY 2022 - PRESENT

CLIENTS INCLUDE HUSTLE BEAUTY, FELIX GRAY EYEWEAR, DRINIQUE, AND THE NUTR

Work directly with small agency founders on best practices and business development

Lead direct-to-consumer brands with go-to-market strategies across creative concept, strategy, copywriting, and content direction

Responsible for ensuring consistent, elevated look, tone, and feel across each project

### **ANNEX88/HAVAS NEW YORK** ASSOCIATE CREATIVE DIRECTOR

NOVEMBER 2021 - DECEMBER 2022

CLIENTS INCLUDED L'OREAL, ADIDAS, AND TREASURY WINE ESTATES

Developed 360-degree creative campaigns and managed client relationships for agency

Supervised the strategic planning and creative development for all client traditional and digital activations, including but not limited to

talent-led influencer content, brand-owned social platforms, and event conception and production

Managed in-house production of client content creation for TikTok and Instagram

Supervised all off-site and third-party client content shoots (television, print, web/social)

Led development of the award-winning augmented reality AR experience for Stag's Leap

### **ANNEX88/HAVAS NEW YORK** SENIOR COPYWRITER

MARCH 2020 - NOVEMBER 2021

CLIENTS INCLUDED RECKITT, L'OREAL, KEURIG DR PEPPER, AND BEAM SUNTORY

Built out and led newly-formed digital lab of designers, art directors and copywriters for Reckitt

Led development of record-breaking Finish #SkipTheRinse TikTok campaign that garnered over 10 billion impressions

Managed accounts and supervised teams for assorted client relationships

Led and won multiple new business pitches for the agency across wine, spirits, and skincare

### **SAATCHI & SAATCHI NEW YORK** COPYWRITER

SEPTEMBER 2018 - MARCH 2020

CLIENTS INCLUDED OLAY, AUSSIE, HEAD & SHOULDERS, PAMPERS, AND HSBC

Conceptualized, wrote and directed P&G's first global ad campaigns to feature influencer talent instead of traditional model talent for both Olay and Head & Shoulders

Instrumental in strategy, development, and launch of new products for P&G to target younger demographics, prioritizing leverage of social talent for both imagery and content creation

Led global adaptation and implementation of North American creative into worldwide toolkits for multiple beauty brands for P&G

### **SAATCHI & SAATCHI NEW YORK** JUNIOR COPYWRITER

MAY 2016 - SEPTEMBER 2018

CLIENTS INCLUDED WALMART, OLAY, HEAD & SHOULDERS, AND HSBC

Conceptualized, wrote and produced multi-channel ad creative for Olay, work widely credited with saving the brand

Instrumental in creation and production of award-winning The Receipt campaign for Walmart

## EXPERTISE

Copywriting, branding, and creative direction

Traditional media (broadcast, print, OOH, event)

Digital media (OLV, social, web, content)

Creative team recruitment and management

Adobe Creative Suite, Google Cloud, Microsoft Office

## EDUCATION

Bachelor of Science, The University of Texas at Austin

Texas Creative Portfolio Sequence

Minor in Business