

Why hello there. I'm Cory, an Account Executive currently residing at W+K NY. I prefer sunrises to sunsets, I'm pro exclamation points and my walking speed is in the top 10% of all New Yorkers.

This is my résumé. Below and to the right, you can see what I've been up to over the past few years.

What else? I have an entrepreneurial spirit, with a couple (top secret) side projects currently in the works.

I try my best to keep a positive attitude every single day, and I hope that it rubs off on people.

I have a blue-collar work mentality, and no job is below me. I once pressure-washed the branding firm I was interning at. No bigs.

Interested in chatting? Contact info below - cheers!

Cory McCollum

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EDUCATION

University of Georgia
Bachelor of Arts in Advertising, New Media emphasis
(August 2011)

Oxford University, Trinity College
(Summer 2009)

FAVORITE WORK (that I've been a part of)

Jordan Super.Fly 2, Blake and Drain - An instant classic. We introduced the world to the Super.Fly 2 shoe that helps you fly like Blake Griffin, while telling the story of an unlikely friendship between Blake and "Dr. Drain."

Jordan CP3.VI, Cut Through L.A. - Our team told the story of L.A. Clipper Chris Paul's superior agility (wearing the CP3.VI shoe) in an experiential film in the middle of the Venice Boardwalk, a first of its kind for the brand.

OTHER

Co-founded The Spheres, an entrepreneurial-focused Google+ hangout.

Written 85+ blog posts for corymccollum.wordpress.com that have generated 37,000+ page views.

ADVERTISING EXPERIENCE

Account Executive, W+K (June '12-right now)

AE overseeing Jordan, Nike Canada, Nike NY and The Ghetto Film School.

Oversee broadcast productions for Jordan and Nike Canada - duties include building production calendars, organizing creative reviews, tracking budgets/overages and clearing work through BA and networks.

Experienced working on-set managing shoot schedules, celebrity talent, SAG and NBA requirements, client needs and director wants, wardrobe and overages.

Other duties include tracking competitive work and positioning, as well as curating research interviewing elite tennage athletes and health professionals.

Asst. Account Manager, GSD&M (August '11-May '12)

Dual AAM for Popeyes Louisiana Kitchen and BecomeAnEX.org.

Assisted in the launch of an online series partnership with My Damn Channel featuring custom show segments, site updates and a landing page, as well as paid, owned and earned media support. (BEX.org)

Tracked competitive landscape on weekly basis and sent reports to Popeyes marketing team. (Popeyes)

Pulled top-level site performance analytics through Omniture and Google Analytics. (BEX.org)

Account Management/Planning Intern, Matchstic (June 2010-August 2010)

Engaged in competitive audits, one-on-one interviews, brand identity & strategy sessions, brand launch meetings and SEO.

Worked on award-winning Atlanta Mission rebrand, as well as identity work for socialmedia.org and AcuityCFO.

Advertising/Consumer Behavior Intern, Snowden-Tatarski (August 2010-May 2011)

Researched different levels of Maslow's Hierarchy of Needs and specifically investigated a link between homeostasis and a market-created need for balance.

V.P. of Alumni Relations, UGA AdClub (May 2010-April 2011)

Named AdClub's 2011 Outstanding Senior by peers and advisors.

Creative Director, UGA HSBT (May 2010-April 2011)

Oversaw executions for nine student-led accounts.