

Dylan DiBona

Creative Director
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Dylan DiBona is a creative director, team leader, and hands-on maker who works with agencies, brands, publishers, personalities, artists, and business leaders to turn aspirations into realities.

Career Overview

2014	Monday and Partners Partner, Creative Director	Founded and managed a multi-million dollar creative services agency specializing in brand content and campaigns. Responsible for creative development, production, and new business efforts.
2020	Idea Village Branding/Marketing Mentor	Worked directly with early-stage founders on brand development and initial marketing strategies. Helped several companies achieve profitability within initial mentorship time-frames.
2016	Twitter Creative Director	Ran advertising and content projects at Twitter's internal agency including overseeing day-to-day creative development, working with outside agencies, and coordinating with internal marketing, business, and technology teams.
2013	John McNeil Studio Creative Director	Oversaw creative development, design, and production of campaigns and branded content for Fortune 500 clients. Managed new business efforts.
2009	Gawker Media Creative Director	Created the internal creative agency that was responsible for working directly with brand clients to develop integrated advertising efforts across all Gawker Media titles. Responsible for assembling and growing the cross-disciplinary team and managing the multi-million dollar P and L.
2003	McCann Erickson VP, Group Creative Director	Assembled and managed a multi-disciplinary creative group that integrated developers and user experience specialists into a traditional agency team of art directors, designers and copywriters. Led creative for national, international, and new business advertising and content accounts.
2001	Publicis London Head of Design	Managed an integrated marketing team, specifically taking responsibility for the art direction and design of British and pan-European accounts.

Example Brand Clients

AAA	Mercedes-Benz
Aptiv	The National Lottery (UK)
Amazon	Luxottica
BMW	Microsoft
The Army (UK)	PayPal
CA Technologies	Ray-Ban
Cloudflare	Renault
HBO	Transport for London
Hitachi	Twitter
HP	Wells Fargo

Agency Clients

215 McCann
BBDO
Duncan/Channon
Foote Cone and Belding
PURE New Orleans
Team Detroit

Citizenship

United States
Italy/European Union

Publishing Clients

The Atlantic
Car and Driver
Esquire
Gawker Media
Road & Track

Education

Tulane University
New Orleans, LA

For more detail, sample work, and further context please visit my website: dylandibona.com