

toddbemis

GET IN TOUCH

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EDUCATION

**Bachelor of
Environmental Design,
Architecture**
University of Colorado
Boulder, CO

**Advanced + Senior
Management Program**
Babson College
Omnicom University
Boston, MA

Designing Strategy
IDEO U
Certificate Program

Senior Creative Director | Performance Creative | Direct Response

Hi, I'm Todd. I build creative systems that move organizations whose business depends on response.

I build creative systems for organizations whose business depends on response — from acquisition through advocacy, across every channel, for nonprofit and commercial brands where every message has to earn its keep.

After 25 years directing creative for Make-A-Wish, World Vision, Operation Smile, The Salvation Army, The Home Depot, Equifax, AT&T, and dozens of others, my throughline is simple: every acquisition message is also a retention promise, and the creative that earns the next gift or purchase is the creative that wins.

There's an architect under the creative director. I came up in architecture school, and I treat offers, conversion paths, and supporter and customer journeys as structural problems — looking for the most honest, worthwhile way to invite an action. The same instinct shows up in the offerings I've built: agency practices founded from scratch, productized subscription services that grew into real books of business. The emotional craft sits on top of engineered structure.

The tools change. The principle doesn't.

EXPERIENCE

VP, Client Innovation | The Lukens Company | 10/22 - 5/26

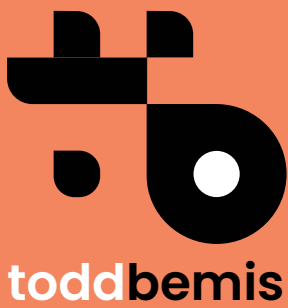
Led innovation and creative strategy across a national portfolio of nonprofit, cultural, and grassroots clients. Built the AI tools and methods now in use across the agency for discovery, content, and new business.

Founded TLC's Latino audience practice, building culturally fluent strategy and messaging for national organizations growing with Hispanic communities.

Built persona-based, AI-powered content systems with data and strategy partners — membership renewal programs, segment-specific offers, and modular creative across mail, digital, and CTV.

Created custom GPTs and Claude-based tools for new business discovery, pitch development, and competitive audits, adopted by pitch teams agency-wide.

Partnered with data science to turn segmentation insight into offer strategy and creative platforms that held up across channels.



SELECT CLIENTS

Nonprofit

Make-A-Wish
The March of Dimes
Habitat for Humanity
The Salvation Army
Arbor Day Foundation
Prison Fellowship
World Vision
Mercy Ships
Operation Smile
Fred Hutch Hutchinson
Cancer Center
Hope Rises Int'l
Save The Children
Food For The Poor
National Shrine
Pontifical Missions
& others...

Syndicated Groups

Children's Hospitals
Animal Welfare
Rescue Missions
Food Banks
Cancer Research

Commercial (BKV)

The Home Depot
Equifax
AT&T
Delta
PetSafe
John Deere
Harrah's Casinos
Sokolove Law
Liberty Medical
Saab
& others...

EXPERIENCE

VP, Group Creative Director | Grizzard/One&All | 2012 - 2022

Led creative, digital, UX, and strategy teams at one of the country's largest fundraising agencies through a decade of change. Built new productized service offerings. Directed national creative on \$2M-\$20M+ programs for Make-A-Wish, World Vision, Operation Smile, and others.

Brought multiple major national organizations into true omni-channel fundraising for the first time — unifying acquisition and retention across direct mail, CTV, email, social, and display.

Partnered with data science on national-scale research across client verticals — surfacing insights on messaging, offers, imagery, and tone that drove broad-scale creative optimization across books of business. Resulted in nation-wide market impact.

Productized a subscription service for nonprofit verticals — turning custom-build work into a modular, templated, multi-channel fundraising platform. Sites became core conversion hubs for the DM and digital programs.

Architected continuously optimized supporter programs across donor segments — offer development, conversion paths, response mechanisms, multivariate testing of CTAs and creative — raising retention and acquisition response across clients.

VP, Group Creative Director | BKV Advertising | 1998 - 2012

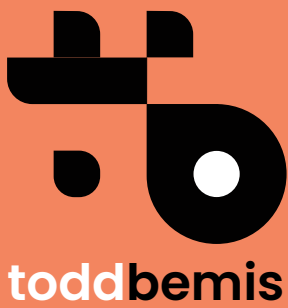
14 years at one of the country's largest direct response agencies, serving both major commercial brands (The Home Depot, Equifax, AT&T) and national nonprofit clients. Started by founding the agency's digital practice; grew into Group Creative Director and Strategist across the full portfolio.

Founded BKV's digital practice and grew the team that served both commercial and nonprofit clients across display, search, email, web platforms, and lead generation programs.

Directed creative across the full corporate roster and the agency's national nonprofit accounts — direct mail, digital, broadcast, print, and email — under a pay-per-acquisition business model that made optimization a survival skill.

Brought high-stakes corporate direct response rigor — disciplined testing, channel-by-channel attribution, offer optimization at scale — into nonprofit fundraising creative, where it became foundational to how the agency built donor programs.

Learned the full craft of direct response across every channel during a period when the agency was paid only when the response showed up.



HOW I THINK

There's an architect under the creative director. The question on every conversion path: how do I make taking this action honestly worthwhile for the person being asked?

SKILLS

Creative leadership

Performance creative · Direct response · Donor and customer experience design · New product and service development · Modular design systems · Team leadership · New business and pitch development · Presentation

Optimization and systems

Offer development and optimization · Conversion path design · Supporter program architecture · Service design · Multivariate testing · Vertical research and insight-driven creative strategy · Data science partnership · Pay-per-acquisition discipline

AI and tools

AI content systems · Custom GPT development · Claude-based tooling · Midjourney · Runway

Specialty

CRM and lifecycle marketing · Multichannel campaign development (direct mail, CTV, email, social, broadcast, display) · Latino and Hispanic audience strategy

SPEAKING

Topics

Honest Mission Messaging
Fundraising for Latinos
Finding Your CX North Star
The Perfect Donor Journey
Neuroscience of Design
Branding for Fundraising
& others...

Conferences

BRIDGE (x3)
DMAW
Salvation Army NCRD
ReInvent
Rescue Mission Conferences
Animal Welfare Symposia
& others...

PEOPLE SAY

"What happens when the left brain meets the right? Research-driven creative, which is Todd's specialty. My research paired with Todd's creative application has resulted in campaigns that consistently outperform controls. Todd's innovation and strategic thinking shake up the ordinary, and help elevate brands for growth."

— Lori Collins, Marketing Science: Strategy | Analytics | Brand + Creative Research

"As CHRO of Grizzard Communications Group, it was my privilege to recruit and onboard Todd as the leader of all our creative work. [...] Todd is well-respected by those he leads as well as by his colleagues on the various account teams. He is a true business partner who adds value to everything he touches. One of the 'best hires' I had a part of during 30+ years as a HR professional."

— Gary Jones, former CHRO, Grizzard Communications Group