

# PATRICK THORNTON

Brand Visionary · Creative Director · Partnership Builder

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## PROFILE

I build brands, lead creative, and develop the partnerships and business strategy to make both perform. I work directly with founders and leadership teams, from vision through execution, across every channel a brand lives in. My background spans consumer research, creative direction, global operations, and entrepreneurial ventures. I know how people think, what they respond to, and how to build something around that.

## CORE CAPABILITIES

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Brand Vision & Cultural Strategy · Partnership Development & Deal Structuring · Creative Direction · Go-to-Market Systems · Experiential & Brand Activation · AI Tooling & Automation · Performance & Digital Marketing · Cross-Functional Leadership · Production & Studio Operations · P&L Ownership

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## EXPERIENCE

### Founder & Creative Lead CitrusMelon · New York · 2022 – Present

- Creative consultancy and venture studio spanning brand strategy, partnerships, go-to-market, and production. partnering with growth-stage founders and executive teams at inflection points
- Originated and managed brand partnerships across B2B and DTC clients. building the relationship infrastructure, creative frameworks, and go-to-market systems that connect vision to revenue
- Built AI-powered content pipelines, agent-based workflows, and a CEO decision-support platform currently in development. applying emerging technology to real creative and operational challenges
- Clients include Sharrow Marine, Coastwise Health, CryoStride, and Mans Lumber

### Global Director, Marketing & Communications Friant Workspace · San Francisco · 2019 – 2022

- Led a company-defining repositioning. rebuilt brand, messaging, and market position from cubicle manufacturer to full-line workspace solutions provider, aligning 200+ sales reps and a global dealer network across U.S. and Shanghai operations
- Owned full P&L for marketing. managed multi-million dollar budgets, financial modeling, and investment decisions across channels, using performance data to dictate direction and identify growth opportunities in real time
- Originated and built a first-of-its-kind B2B influencer and content creator program. partnered with influencer management companies to identify and activate 35+ paid creators around the height-adjustable desk line, driving the product to \$10M+ in annual sales; demand outpaced supply and B2C had to be shut down
- Deployed an AR visualization tool during COVID that enabled remote product selling and drove a \$2M launch; grew site traffic from 2,000 to 45,000+ monthly visits through full multi-channel campaign activation
- Activated national brand presence at ICFF, NeoCon, and major design events. building showroom, experiential, and partnership strategy that positioned Friant as a cultural player, not just a manufacturer

### Director of Marketing & Head of Studio Production MASH Studios · Los Angeles · 2015 – 2019

- Originated and built MASHcampus. a multi-revenue model combining design studio, commercial production location, and cultural hub; identified the white space, established the operations, and grew it into a three-year revenue stream that defined the brand's cultural identity

- Hunted down and closed production partnerships with TikTok, Google, Adidas, Apple, and Mini Cooper. built from zero to a roster of high-profile brand clients who trusted MASH as a premium creative environment
- Partnered with Issa Rae for two years hosting monthly cultural gatherings. HBO, Samsung, Citi, and Beyoncé/Solange in the room. creating an authentic cultural platform that built organic brand equity and earned media at scale
- Delivered branded environments for Nike, Google, Chanel, Goop, Apple, Twitter, and Uber. pioneering brand-driven workspace at the intersection of design, manufacturing, and culture
- Supported \$50M+ in custom manufacturing programs through new business development, A&D partnerships, and integrated brand campaigns. secured \$1M+ contracts by making MASH the studio brands called when the project had to win

**Creative Director** TMV Advertising · Detroit · 2008 – 2014

- Led integrated campaigns across healthcare, CPG, automotive, and consumer sectors. progressed from Art Director to Creative Director running full brand and campaign development
- Managed LaCroix through a cultural brand repositioning. shifted perception from seasonal to year-round beverage with national reach; directed CPG work for Faygo and National Beverage Corp
- HAP "Peace" campaign won Best of Show at The D Show, Detroit's premier creative award

**VENTURES & BOARD SERVICE**

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**Founder & Board Member** Born and Raised Foundation · Detroit · 2010 – Present

Nationally operating youth nonprofit founded and led for 15+ years targeting Gen Z and millennial communities. \$1M+ donated to youth programs. Built entirely through relationships, brand partnerships, and community activation across Art Basel, SXSW, and major cultural events.

**Founder** Doren Studios · New York / Rancho Mirage · 2022 – Present

Production and brand incubator space. Partnered with brands including JennAir, Lutron, Toto, and Visual Comfort for content creation, product showcasing, events, and activations.

**EDUCATION**

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**Columbia College Chicago** BFA. Interior Architecture, Marketing & Entrepreneurial Business · 2002 – 2006

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