

PATRICK THORNTON

Creative Director · Brand Strategist · Fractional CCO

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EXECUTIVE SUMMARY

I build creative infrastructure for companies at inflection points — launches, repositions, transformations. Fifteen years across brand strategy, creative direction, go-to-market, and digital transformation, working with founders and C-suite leaders from the inside out. I've led global teams, managed multi-million dollar budgets, and delivered work for Nike, Chanel, and Google. I don't hand off strategy — I run it.

AI-native and metrics-driven. Equally fluent in brand narrative and revenue systems. I've grown businesses past \$250M, repositioned categories, and built the operational infrastructure to make creative work at scale.

Find the truth. Build the brand. Move the business.

CORE CAPABILITIES

Brand Strategy & Positioning · Creative Direction & Campaign Development · Go-to-Market Systems · AI Tooling & Digital Transformation · Performance & Digital Marketing · Product & E-Commerce · Executive Leadership & Cross-Functional Alignment · New Business Development · Production & Studio Operations

EXPERIENCE

Founder & Creative Director

CitrusMelon · New York, NY · 2022 – Present

Creative studio and venture builder. I partner with growth-stage founders and executive teams at inflection points — building brand strategy, creative direction, and go-to-market systems that connect vision to revenue.

- Lead end-to-end brand and marketing engagements across B2B and DTC — identity, positioning, campaigns, and full-channel digital execution
- Managed paid media across Google, Meta, and Bing; owned creative strategy and performance optimization from brief to results
- Built AI-powered content pipelines, agent-based workflows, and stills-to-video production systems for clients operating at lean scale
- Delivered full digital infrastructure across Shopify, HubSpot, SEO, and email automation — full-funnel from brand architecture through revenue systems
- Clients include Sharrow Marine, Coastwise Health, Absolute Care, CryoStride, and Mans Lumber · Currently developing Krata.ai — an AI platform concept with a submitted Y Combinator application

Global Director, Marketing & Communications

Friant Workspace · San Francisco, CA · 2019 – 2022

Led brand transformation and marketing operations for a global design and manufacturing company with U.S. and Shanghai operations.

- Owned a company-defining repositioning — rebuilt brand, messaging, and market position from furniture systems manufacturer to full-line workspace solutions provider, aligning 200+ sales reps and a global dealer network
- Led a 25-person cross-functional team across marketing, product design, sales support, and digital services spanning U.S. and China operations — managed a \$5M annual marketing budget
- Drove a full B2B-to-B2C market expansion — launched new product lines, built e-commerce across Amazon, Wayfair, and private label spanning 9,800+ SKUs, and opened six national showrooms across major design hubs
- Architected a digital transformation of the dealer purchasing model — built CRM infrastructure for a 200+ partner network, modernizing how purchasing was completed across the entire distribution channel
- Deployed 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

Director of Marketing & Head of Studio Production

MASH Studios · Los Angeles, CA · 2015 – 2019

Dual leadership role spanning brand, marketing, and commercial production. Built MASH into the manufacturing partner architects and global brands called when the project had to win.

- Delivered branded environments to Nike, Google, Chanel, Goop, Apple, Twitter, and Uber — pioneered trademarked, brand-driven office furniture at the intersection of design and manufacturing
- Drove \$50M+ in custom manufacturing programs through new business development, A&D partnerships, and integrated brand campaigns — partnered with the founder and sales leadership to win \$1M+ contracts; managed a \$2M marketing budget
- Directed full brand creative across catalogs, product websites, showroom interiors, and studio experience — cohesive visual system across every customer touchpoint from print to retail
- Built and ran MASHcampus as a multi-revenue model — design studio, production location, and cultural hub; produced events alongside Issa Rae and HBO
- Managed 100+ person commercial shoots end-to-end; led teams across email, social, product photography, and catalog production

Creative Director

TMV Advertising · Detroit, MI · 2008 – 2014

Full-service advertising agency. Progressed from Art Director to Creative Director across healthcare, CPG, automotive, legal, fitness, and consumer sectors — brand strategy through multi-channel production and media execution.

- Led brand and campaign development for HAP — award-winning "Peace" campaign won Best of Show at The D Show and drove measurable membership growth; designed and built a complete digital insurance marketplace that revolutionized how HAP sold and consumers purchased health plans
- Managed LaCroix brand repositioning transitioning the brand from seasonal to year-round; directed CPG work for Faygo and National Beverage Corp
- Led Lifetime Fitness go-to-market for their fashion and activewear line; developed brand revival strategy for Saab Automotive
- Agency of record for Great Expression Dental Centers and Butzel Long — one of the largest law firms in the country — full campaign development and multi-channel execution
- Oversaw media buying, production, and creative across TV, radio, digital, outdoor, and social — brief through final delivery

VENTURES & BOARD SERVICE

Founder & Board Member · Born and Raised Foundation · Detroit, MI · 2004 – Present

Detroit-based nonprofit dedicated to youth development. \$1M+ donated to youth initiatives over 20 years.

Founder · Doren Studios · New York, NY / Rancho Mirage, CA · 2022 – Present

Interior design and environments practice — luxury renovations, vacation homes, and custom furniture manufacturing.

EDUCATION

Columbia College Chicago · 2002 – 2006

BFA — Interior Architecture, Marketing & Entrepreneurial Business

INDUSTRIES

B2B / Manufacturing / Workplace · Consumer & Lifestyle · Healthcare & Wellness · Technology & Digital Platforms · Real Estate & Development · Equine / Sporting