

# Patrick Thornton

Creative Strategist | Brand & Innovation Leader

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## Executive Summary

Creative director and brand strategist with 15+ years of experience leading work across brand, product, and marketing. Proven track record of launching new ventures, repositioning brands, and translating complex ideas into clear, market-ready systems. Experienced across agency, in-house, and entrepreneurial environments, with a focus on aligning strategy, design, and execution to drive growth.

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## Core Capabilities

Creative Direction • Brand Strategy • Product Positioning • Integrated Campaigns • Go-to-Market Strategy • Digital & E-commerce • Experiential & Spatial Design • Cross-Functional Leadership • Client & Stakeholder Management

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## Professional Experience

**Founder & Creative Lead — CitrusMelon** | New York 2022 – Present

- Founded a creative consultancy focused on brand, product, and spatial development.
- Lead strategy and creative direction across multi-channel campaigns including TV, digital, retail, and print.
- Advise founders and executive teams on brand positioning, customer experience, and growth strategy.
- Direct development of e-commerce platforms and digital ecosystems, integrating modern marketing and AI-driven workflows.

**Global Director Marketing and Communications — Friant** | San Francisco/Shanghai 2019 – 2022

- Led full brand transformation for a global design and manufacturing company.
- Launched new product lines that expanded market reach and increased revenue.
- Oversaw cross-functional teams across design, engineering, and operations.
- Drove expansion from B2B into B2C, including showroom strategy and digital modernization.

**Director of Marketing — MASH Studios** | Los Angeles 2015 – 2019

- Positioned the studio as a strategic partner for brands including Nike, Chanel, and Google.
- Developed new business opportunities and led key client relationships.
- Directed branded environments and experiential activations that supported business growth.

**Creative Director — TMV Group** | Detroit 2007 – 2014

- Led integrated campaigns across automotive, healthcare, education, and consumer sectors.
  - Translated research and consumer insights into strategic direction and creative execution.
  - Expanded key accounts, contributing to sustained agency growth.
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**Education | Columbia College Chicago | Chicago, IL**  
*Interdisciplinary Degree in Marketing & Entrepreneurial Business*