

MARCUS T. COLLINS

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EXPERIENCE

DONER – Detroit, MI

Leading the newly created consumer connections practice at the agency and infusing an empathetic approach to data science in an effort to turbo charge creative ideas which “move people”

2018 – Present, **Chief Consumer Connections Officer**

- Launched Farmland’s *FarmlandxSupreme Lookbook* Campaign
 - 2019 One Show Award Winner (x3), 2019 AdAge Shortlist Finalist

2015 – 2018, **Senior Vice President / Executive Director of Social Engagement**

- Developed and launched Potbelly’s “Feed Your Smile” brand campaign using social data and psychophysiological research to drive propagation and sales, leading to a 1.4% increase in store traffic within the first 30 days using only \$60K in media
 - 2017 D Show Award Winner
- Established strategy, identified core creative idea, and delivered winning pitch which led to the new business acquisition of Nescafé, L.A. Clippers, Purell, DiGiorno, California Pizza Kitchen, Thrivent, Detroit Pistons, Comcast, Clorox, and Kellogg’s Eggo

TRANSLATION – New York, NY

Developed and led the social media practice for the agency, including the vision, growth, and management of the department at the helm of all social strategy, creative, activation, and measurement/analytics. Responsible for social thought leadership and ideation across the agency’s client roster, with such brands as State Farm, Bud Light, McDonald’s, & Brooklyn Nets

2013 – 2015, **Executive Director of Social Engagement**

2011 – 2013, **Director of Social Engagement**

- Created, launched, and led all social campaign strategies and executions for:
 - State Farm’s *Cliff Paul* – *Cannes Lions Award, Shortlisted, 2013*
 - Budweiser’s *Made In America* music festival
 - Brooklyn Nets – *Cannes Lions Award, Shortlisted, 2013*
 - Bud Light Platinum (the #1 food and beverage new product launch of 2012)
- Designed social strategies for brand publishing and supervised content execution for the Bud Light brand, directly linking online consumer behavior to offline behavior through a Facebook + Data Logix research study, resulting in:
 - 6x return on advertising spend
 - 3.3% sales lift, \$1.6M incremental sales, over 28 day research period

BIG FUEL COMMUNICATIONS – New York, NY

Supervised the direction and growth of major accounts for the social media and branded content agency for Microsoft, GORE-TEX®, Colgate-Palmolive, and Fisher Price.

2010-2011, **Account Director**

BEYONCÉ KNOWLES/MUSIC WORLD ENTERTAINMENT – New York, NY

Conceived, launched, and supervised all online, mobile, and interactive brand initiatives for the management company and record label home of Beyoncé.

2009-2010, **Director of Digital Strategy and New Media**

APPLE, INC. - Cupertino, CA

Managed all digital content and online marketing initiatives for iTunes' partnership with Nike and iTunes' large scale college/university marketing campaigns.

2008-2009, **Partnership Marketing Manager, iTunes**

HARRIS INTERACTIVE, INC. - London, UK

2008, **Digital Marketing Consultant**

MUSE RECORDINGS, LLC - Detroit, MI & New York, NY
2002-2007, *Co-Founder/Head of Product Development*

ACADEMIA

STEPHEN ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN – Ann Arbor, MI
Co-Director of the Yaffe Digital Media Initiative, 2018 – *present*
Professor of Marketing, 2015 – *present*
Co-Author and Co-Editor, [Contemporary Issues In Digital Marketing](#), 2018

UNIVERSITY OF MICHIGAN, COLLEGE OF ENGINEERING – Ann Arbor, MI
Professor of Marketing, Center for Entrepreneurship, 2019 – *present*

MENDOZA COLLEGE OF BUSINESS, UNIVERSITY OF NOTRE DAME – Notre Dame, IN
Professor of Marketing, Executive Education, 2016 – *present*

QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY – Boston, MA
Professor of Marketing, 2016 – *present*

HYPER ISLAND - New York, NY
Session Designer and Instructor, 2014 – *present*

COLLEGE OF CREATIVE STUDIES - Detroit, MI
Artist-In-Residence, 2015

NEW YORK UNIVERSITY - New York, NY
Adjunct Professor of Marketing, 2015

EDUCATION

TEMPLE UNIVERSITY - Philadelphia, PA
Fox School of Business
Doctorate of Business Administration, Estimated Graduation May 2021

UNIVERSITY OF MICHIGAN – Ann Arbor, MI
Stephen M. Ross School of Business
Master of Business Administration, Emphasis in Strategic Brand Marketing, May 2009
College of Engineering
Bachelor of Science, Materials Science & Engineering, December 2002

AFFILIATIONS & AWARDS

University of Michigan’s Cornerstone Award, 2019 — Recipient
Ross School of Business, 2019, BBA Teaching Excellence Award - Nominee
Ross School of Business, 2018, Executive Education Teaching Impact Award - Recipient
Israel of God’s Church — National Youth Choir Director
Marcus Graham Project — Advisory Board
School of Kinesiology, University of Michigan - Center for Sport Marketing Research
College of Engineering, University of Michigan - DEI Advisory Council
Golden Apple Award, 2019 and 2017 – Nominee
Crain’s Detroit Business, “40 Under 40,” 2016 – Recipient
Advertising Age, “40 Under 40,” 2016 – Recipient
University of Michigan Black Alumni Association, “5 Under 10,” 2007 – Recipient