

# Aki Spicer

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- 04/2004-Present **VIGILANTE / LEO BURNETT / PUBLICIS** NYC, NY  
A youth/urban-focused idea thinktank for clients and Publicis Groupe S.A.—network agencies (including Leo Burnett, Chemistri, Publicis NY).  
**Account Planner/Director, Urban ThinkTank**  
As Director of Planning, manage department of 4, and lead research+insight+strategy, with signature research tools such as, STREET SPIES™, TRENDTRACKER™, URBAN PULSE™, ANTENNAE™, and AD KEYS. Direct brand strategy, brand auditing, competitive research, consumer insights+segmentations, business proposals, ideation sessions, focus group moderation, presentation decks for project accounts incl: General Motors/Pontiac, Disney Wide World of Sports, US Tennis Association, PXS Liqueurs, Western Union, L'Oreal/Soft Sheen Carson, Nitromed/Bidil, Liz Claiborne, CCA Industries/Bikini Zone, Plus White, AARP, Ad Council (w/American Diabetes Association, American Cancer Society, American Heart Association). Report to CEO Larry Woodard.  
**For more info:** <http://www.vigilantenyc.com>
- 08/2003-04/2004 **ROC / ROCAWEAR / NATIVE DBG** NYC, NY  
A hip-hop lifestyle conglomerate comprised of streetwear brands ROCAWEAR, STATE PROPERTY, TEAM ROC, and ARMADALE VODKA, led by Damon Dash, Jay-Z, and Biggs Burke.  
**Vice-President of Marketing, Rocawear**  
**Managing Director, Native DBG** (in-house creative agency)  
As VP Marketing for Rocawear (a youth, urban lifestyle apparel brand for men, women, and kids, generating \$300Million in annual revenues), led a department of 16 and directed brand identity/strategy/management, creative direction, advertising, project planning (short range + long range), fiscal budgeting, grassroots marketing, web strategies, retail/pos marketing, licensee coordination, global strategic alliances & cross-promotion for Rocawear and licensees (Kids/Juniors/Mens/Accessories), Rocawear Japan/Europe/Canada, State Property, Team Roc, Roc-A-Fella Records, Armadale Vodka, Arremetida Cigars, Tired Watches.  
  
Developed brand alliances incl: Foot Locker, Pro-Keds, EA Sports (Def Jam Vendetta), XM Radio, 411vm, Vapors, DC Shoe Company, RJ Reynolds/Salem, Ten, Ministry Of Sound, Hpnotic, and WWE. Reported to CEO Damon Dash and Chief Brand Officer David Gensler.  
**For more info:** <http://www.rocawear.com>
- 02/1997-08/2003 **MACHINE** PHILADELPHIA, PA  
A boutique branding consultancy focused upon brand incubation and ideation towards the youth and urban spheres.  
**President/CEO/Brand Strategist**  
Brand Strategist and leader of an elite full-service advertising/branding agency, directed a team of 12 and developed brand advertising proposals, strategy, creative concepting/account planning for corporate identity, image, advertising, internet, television, event promotions, press relations for clientele accounts incl: McDonald's, Levi Strauss Signature, Reebok I3, Ford, MS-NBC, Inner-City Games, Philadelphia Phillies, Philadelphia Flyers, Skechers, Absolut, Avia, Finish Line, Kohls, Wilson Tennis, Roundhouse, CTE/Epix, Performance Sports Apparel/Medalist, X-Static, Coca-Cola, Zanzibar Blue, Warmdaddy's, American Tourister Travelwear, Citizens Bank, Rootdown Magazine, Sprite Remix, Red Bull, Anheuser-Busch, Smirnoff Ice Triple Black.  
**For more info:** <http://www.machinelimited.com> , <http://www.rootdown.tv>
- 05/1993-02/1997 **FREELANCE DIRECTOR/PRODUCER** ATLANTA, GA  
Commercial/Music Video Director/Producer servicing national advertising agencies incl: McCann-Erickson, J. Walter Thompson, Weightman Group, Jive Records, Warner Bros. Records, Franklin-Spier, Red Tettemer, Lifetime, MS-NBC, Rainbow Media, MCI.

## EDUCATION

1989-1993 Morehouse College, Atlanta, GA.  
Bachelor of Arts Degree in Mass Communication

## AWARDS AND ACTIVITIES

*Numerous Magazine Features+Interviews include:* SIXTY, CREATIVITY, ELEMENTAL, VICE, ONE, CLAM, ADVERTISING AGE  
•SHIFT Magazine award for *Top 25 People, Places And Things That Will Make You Happy* (Agency: Machine)

CD Rom Portfolio available upon request  
Press Features available upon request