

LinkedIn “Cut The Bullspend” Campaign Creative

Credits:

- **Agency - R/GA**
 - Leadership
 - Chief Creative Officer - Tiffany Rolfe
 - Global CEO - Robin Forbes
 - Client Engagement
 - VP, Managing Director, Client Engagement - Joe Ladd
 - Associate Director, Program Management - Christopher Joyce
 - Group Director, Business Leadership - Kayla Bries
 - Production
 - Executive Content Producer - Nick Ocean
 - Copywriting
 - Executive Creative Director - Chapin Clark
 - Associate Creative Director - Devin Brown
 - Senior Copywriter - Maya Shaddock
 - Visual Design
 - Group Executive Creative Design Director - Han Lin
 - Associate Creative Director - Evan Vosburgh
 - Visual Designer - Lillie Laurier
 - Creative Director - Pawel Rokicki
 - Strategy/Connections
 - VP, Executive Director, Media & Connections - Daniel Morosi
 - Group Director, Connections - Emily Arnold
 - Business Affairs & Finance
 - Senior Manager, Business Affairs - Jazmyn Carter
 - Associate Director, Finance - Kevin Paratore

- **Client - LinkedIn**
 - Director of Brand Marketing - Keith Browning
 - Marketing Manager - Taylor Countryman
 - Senior Brand Strategy & Operations Manager, Brand Marketing - Sarah Dombrowski
 - Senior Manager, Brand Marketing - Ella Weems
 - Brand Strategy & Operations Lead, Integrated Marketing - Carra Manahan
 - Creative Director, Marketing Creative Studio- Rebecca Friedman
 - Senior Brand Marketing Manager - Judy Tian
 - Senior Field Marketing Manager, LMS - Anchit Bhatia
 - Senior Field Marketing Manager, LMS - Reinhard Hupfer
 - Senior Brand Marketing Manager- Christoph Schmidt

- VP, LMS Marketing - Davang Shah
- VP, Chief Brand Officer- Heather Freeland
- VP, LMS Integrated Marketing- Andrew Monu

- **Production Company - RadicalMedia**

- Director - Steve Miller
- EP - Rebecca Niles
- HOP - Tracie Mochizuki
- Producer - Carla Tate
- DP - Eric Schmidt
- Production Designer - Daria Savic

- **Service Production Company - Radioactivefilm**

- EP - Sasha Bevka
- HoP - Eugene Mikhailyuk
- Bidding Producer - Amy Prickett
- Producer - Michelle Woodward
- Production Manager - Vlad Motorykin
- Production Coordinator - Miguel Diaz
- In-house Production Coordinator - Bogdana Grabovska

- **Offline - The Den Editorial**

- Editor - Katie Cali
- Assistant Editor - Heather Nguyen
- EP - LauRenn Reed
- Senior Producer - Sari Resnick

- **Finishing**

- Lead Flame Artist - Eric Pascua
- Finishing Assistant - Stephen Deaver
- Producer - Kanika Oung
- Motion Graphics - Roanne Kim, Paul Imperio
- Colorist - Roslyn DiSistro

- **Philipp Und Keuntje (PUK) - Localization**

- Executive Client Service Director at Philipp und Keuntje GmbH - Tanja Heier
- Creative Director - Hans Esders

- **Leo Burnett - Localization**

- Vice President - Kriti Pant