

# STEVEN CASTRO-SAVICH

STRATEGIST | CREATOR | HUMAN

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## LINKS

WEBSITE:  
<http://www.stevesavvy.com>

## EDUCATION

- 📍 BACHELOR OF SCIENCE  
CENTRAL MICHIGAN  
UNIVERSITY, MT.  
PLEASANT  
2006

## SKILLS

Brand Strategy

Social Strategy

Integrated Comms

Insights & Audience  
Development

Creative Strategy

Adobe Suite



@steve\_savvy



## ABOUT ME

- 📍 I have 16 years of experience in the advertising industry, starting in account and transitioning to strategy. My diverse agency and client experience has molded me into an insight-driven connector that can bridge the expanse between account and creative.

My job is to...Simplify. Connect. Inspire.

## WORK EXPERIENCE

- 📍 VICE PRESIDENT, PLANNING | SEP 2022  
ZENO GROUP, NEW YORK (REMOTE)  
Global Head Planner on Lenovo across four business units.
- 📍 DIRECTOR, STRATEGY & ANALYTICS | NOV 2021 - SEP 2022  
LEO BURNETT, DETROIT  
Head of Strategy on General Motors CCA (Customer Care & Aftersales) comprised of GM Certified Service, GM Genuine Parts/AC Delco, Chevrolet Performance, GM Powered Solutions, and GM Protection.
- 📍 SENIOR STRATEGIST | MAY 2020 - NOV 2021  
CAMPBELL EWALD, DETROIT  
Lead Social Strategist for OnStar and OnStar Guardian.
- 📍 DIRECTOR, CREATIVE STRATEGY | JUL 2014 - MAY 2020  
FLEISHMAN HILLARD, DETROIT  
Lead Social Strategist and Creative Strategy for Chevrolet Global and Manchester United Partnership.  
  
Social and Creative Strategy across GM Corporate Comms, GM Fleet, GM Financial, Team Chevy, Great Lakes Water Authority, Detroit Economic Growth Corporation.  
  
New business support for ABInBev x 2018 FIFA World Cup, Samsung x 2020 Olympics.
- 📍 SENIOR ACCOUNT EXECUTIVE | AUG 2013 - JUL 2014  
HAVAS, CHICAGO  
Strategic concept development, client service, project management, creative development, and execution on ABInBev (Michelob ULTRA) and Wing Stop.
- 📍 SENIOR ACCOUNT EXECUTIVE | AUG 2007 - AUG 2013  
TRIS3CT, CHICAGO  
Worked on a number of accounts in the agency and the New Business and Internal Marketing Communications (MarCom) teams. Accounts include; Kawasaki Motors Corp., U.S.A., Pabst Brewing Company, Alberto Culver, ConAgra Foods and Newell Rubbermaid Office Products among others.