



STEVEN  
**CASTRO-SAVICH**

# my background

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.**



vice president, planning  
2022-now | new york, ny (remote)



director, strategy and analytics  
2021-2022 | detroit, mi



sr. strategist  
2020-2021 | detroit, mi



director, creative strategy  
2014-2020 | detroit, mi



sr. acct. exec. - producer  
2013-2014 | chicago, il



prj. mgr - sr. acct. exec.  
2007-2013 | chicago, il

the brands i've  
worked on

in order based on  
shape, because i just  
think it's more visually  
appealing.

everybody likes a logo page.  
amirite?

auto	qsr/fast casual
powersports	personal care
mobility	tech
beauty	sports
cpg/consumer	govt. services



# **holler.**

stevenmsavich@gmail.com  
@steve\_savvy  
[linkedin.com/in/stevenmsavich](https://www.linkedin.com/in/stevenmsavich)  
detroit, mi