MAX MENATH

RESUME 2026

GROUP CREATIVE DIRECTOR, BRAND AND PERFORMANCE MARKETING
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SUMMARY

Creative director with 22 years in brand, campaign and design leadership for Microsoft, Oracle, Adidas, AT&T and T-Mobile. I build design systems and teams that make hard things look simple, and I use AI to make performance creative faster, more local and more effective. Currently group creative lead for Metro by T-Mobile and T-Mobile Prepaid.

EXPERIENCE

T-MOBILE · T-STUDIOS · BELLEVUE, WA · JUL 2023 – PRESENT

Sr. Manager, Creative Director · May 2026 – Present

- Group creative lead for Metro by T-Mobile and T-Mobile Prepaid: Hispanic, local and retail. Lead 5 direct reports and 4 contractors (8 directs at peak), plus 4 writers and six agency partners across TV, social, media, sponsorship, strategy and talent.
- Rebuilt the Metro offer system around price-forward, local, plain-language creative; delivered more with a shrinking media budget.
- Integrated AI into the team's workflow; after a reorg cut the team from 18 to 8, output per person rose about 35%.
- Launched AI-localized dynamic audio with store-level scripts that far outperformed national audio.
- Led original Spanish-language creative; Spanish dynamic audio outperformed English.

Manager, Creative Director · Jan 2025 – May 2026

- Co-led the Best Network brand visual system with a team of 25+ designers and contractors: drone POV, light beams and auroras carried through to T-Satellite. Ran a year across thousands of assets, including Times Square, and inspired the national TV campaign.
- Created the T-Mobile for Business live event content format (T-Priority launch, Women's PGA, Ryder Cup, SailGP, Las Vegas Grand Prix): six to eight pieces per event within hours. Best-performing owned content; SailGP alone earned $872K in media value with minimal paid support.
- Directed launch TV and video for T-Translate, T-Mobile's in-house AI translation.
- Took over the Metro by T-Mobile and T-Mobile Prepaid team in Jan 2026.

Sr. Creative Development Manager (Contract) · Jul 2023 – Jan 2025

- Brand campaigns and design system work for T-Mobile and Metro, including the 2025 Metro refresh.

FREELANCE · SR. CREATIVE DIRECTOR · SEATTLE, WA · AUG 2022 – JUL 2023

- Creative leadership for brand partners including T-Mobile, a Microsoft Copilot pitch, and brand identities for Aisera (AI) and Malakan.

ORACLE · CREATIVE DIRECTOR, ORACLE CLOUD INFRASTRUCTURE · SEATTLE, WA · FEB 2022 – AUG 2022

- Led a global team of 25 (7 direct reports, plus video, project management, and teams in Mexico and India) across OCI and developer brands, including Java.
- Refreshed the global campaign and built one identity for OCI in six months; the logo remains in use.
- Set new content benchmarks; podcasts including Built & Deployed beat every one.

WE WORLDWIDE · CREATIVE DIRECTOR · SEATTLE, WA · AUG 2018 – JAN 2022

- Group creative lead for tech and health clients; built a creative team of 15 within a communications agency.
- Pitched and won Microsoft Surface for Business ("Designed to Thrive"); ran it three years, from sales enablement to a Steelcase film to TV recuts for business buyers.
- Built the visual storytelling playbook for the Windows 11 launch narrative, used by 11 agencies.
- Campaigns for Microsoft Cybersecurity, Gilead Sciences, DBS Bank and Volvo.

RATIONAL INTERACTION · CREATIVE DIRECTOR · SEATTLE, WA · OCT 2017 – AUG 2018

- T-Mobile owned-channel creative content. (Agency has since been renamed.)

POSSIBLE · ASSOCIATE CREATIVE DIRECTOR · SEATTLE, WA · NOV 2013 – OCT 2017

- Creative lead on My AT&T: created "Owen," a multi-year self-service campaign that drove app logins to historic highs; 30+ videos in four days at launch.

EARLY CAREER

BLAST RADIUS (Starbucks, Disney) · **PUBLICIS SEATTLE** (T-Mobile "Test Drive" rebrand, Sidekick 4G relaunch) ·
BARGE BROTHERS / ADIDAS, AMSTERDAM (in-house Adidas.TV studio) · **EVB** (art director, Elf Yourself for OfficeMax) · **FCB SAN FRANCISCO**

EDUCATION AND RECOGNITION

Academy of Art University · Bachelor of Arts in Advertising, Art Direction major
Multiple Addy and Webby awards. Featured in Contagious magazine for Elf Yourself.

SKILLS

Creative direction · Brand and design systems · Performance and dynamic creative · AI-assisted production · Integrated campaigns · Video direction · Team leadership · B2B and B2C · Hispanic and multicultural marketing