

MIKE STANDISH

Creative Director & Strategist

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Creative and content strategy leader specializing in experiential marketing, executive communications, and AI product launches. I turn complex innovation into clear, compelling stories—whether that's scripting a keynote for Satya Nadella, developing go-to-market messaging for Copilot+ PCs, or building a Game of Thrones exhibition that toured nine countries. Expertise spans copywriting, video production, campaign development, and stakeholder management. I thrive in ambiguity and figure out how to get things done.

EXPERIENCE

Microsoft | Creative Director, Content Strategist

Sep 2022 – Present

Shape high-impact narratives for AI and devices, translating technical innovation into stories that resonate across the tech ecosystem. Partner with Windows + Devices and Events teams on executive keynotes, product launches, go-to-market strategy, and customer storytelling.

- Script keynotes and go-to-market launch materials for Surface and Copilot+ PCs, positioning generative AI at the center of the Windows experience
- Lead messaging, content strategy, and stakeholder management for Microsoft Ignite and Build, aligning cross-functional teams around cohesive storytelling
- Develop customer case studies and video content that bring technical capabilities to life through real-world outcomes

Bill & Melinda Gates Foundation | Creative Director

Jul 2017 – Dec 2018

Built and led a creative team during organizational transformation. Managed four Senior Comms Officers and a Creative Director, overseeing budget management of \$500K+ in content annually while strengthening processes and elevating standards across global markets.

- Co-creative director for Goalkeepers, the Foundation's \$10M flagship event at the UN—featuring Bill & Melinda Gates, President Obama, and Malala Yousafzai
- Built unified brand and creative strategy across five global offices (Delhi, London, Beijing, Johannesburg, DC)
- Increased content production 20% while delivering 10% cost savings through streamlined agency partnerships and workflow optimization

Publicis Experiences (formerly PBJs) | VP, Creative

Nov 2006 – Jun 2017

Grew from Creative Director to VP over a decade, helping shape the agency's evolution into a content-driven brand storytelling powerhouse. Led high-profile campaigns, mentored teams, and partnered directly with C-suite clients on project management and creative strategy.

- Led HBO's Game of Thrones season 5 exhibition—100K+ attendees across nine countries, Publicis Top 100 Agency recognition
- Scripted Microsoft Imagine Cup ceremonies featuring appearances by Satya Nadella, John Boyega, and Thomas Middleditch
- Managed 8-person creative team with hiring and people management responsibilities; directed change management for 100+ Publicis agencies
- Co-created Readiness Edge, a 10-episode video production training series for 85K Microsoft employees

The Walt Disney Company | Senior Editor

Jan 2002 – Nov 2006

Led editorial and content strategy for Movies.com and other Disney entertainment sites, balancing creativity with business goals.

- Developed content strategy and oversaw daily execution across a team of writers and art directors, publishing twice daily
- Produced Webby Award–winning digital series with The Muppets' Statler & Waldorf
- Created weekly entertainment column reaching ~120K readers

ADDITIONAL EXPERIENCE

Twill | Creative Director, Brand | *Oct 2021 – Aug 2022*

- Developed brand identity, messaging, and voice for digital mental health startup during rebrand and product launches
- Built scalable processes for consistent rollout across all marketing and communications channels

Promethean | Creative & Brand Strategist | *Apr 2020 – Sep 2021*

- Built new brand narrative anchoring all company communications
- Led creative and content strategy for global edtech rebrand, including award-winning website
- Produced digital, print, and event content supporting global marketing and product goals

Independent Consultant | *Mar 2019 – Mar 2023*

- Partnered with Microsoft Events and Executive Comms on presentations and messaging for senior leaders
- Authored cybersecurity thought leadership report for ~50 executives including CISO and CVP
- Shaped brand voice for Fanatics Betting & Gaming launch; developed Surface Launch event theme

SKILLS

Creative Strategy • Content Strategy • Copywriting • Executive Communications • Go-to-Market (GTM) • Video Production • Campaign Development • Stakeholder Management • Project Management • People Management • Brand Strategy • Experiential Marketing • Keynote Development • Thought Leadership • AI Product Marketing • Generative AI

EDUCATION

Western Washington University – B.A., Creative Writing and Literature