

MICHAEL ZYDZIK

Creative Director.
Brand Builder.
Belief Architect.



I build brands that people believe in.

Selected Results

21M

Retail Product Launch Reach

\$500K

First Year Startup Revenue

+1579%

Community Growth

+300%

Ticket Sales

30+

Regional + National Awards

Finding the Signal

Brands

- Naming
- Identity
- Positioning
- Architecture

Campaigns

- Integrated
- Social
- Digital
- Experiential

Leadership

- Creative Teams
- Mentorship
- Culture
- Operations

Strategy

- Research
- Messaging
- Personas
- Customer Insight

AI Collaboration

- Creative Exploration
- Workflow
- Prompt + Teaching Systems
- Rapid Ideation

The Journey

2026 | Creative Director

25th Hour

- Campaigns
- Creative Operations
- Brand Strategy

2024 | Founder

Group Basic

- Fractional Creative
- Brand Building
- Consumer, Wellness

2021 | Creative Director

BOSS International

- Consumer Electronics
- Global Brand
- Performance, Experiential

2021 | Fractional ECD

Freya

- Startup
- Women's Wellness
- Go-to-Market

2009 | Principal

Fusionfarm

- Agency Builder
- Regional Creative Leader
- Business Leader

Hills I'll Die On
Average is invisible.
Evidence beats opinion.
Brand is earned.
Hire courage.
Collab, don't prompt.
Conformity kills creativity.

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3 Regional Emmys.
15 Daveys.
5 Tellys.
11 Addys.
5 GDUSA Designs.
Agency of the Year.
Coolest Place to Work.