



## VCU Brandcenter Friday Forum

Nov. 13th / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

# David Muhlenfeld

VP Creative Director / The Martin Agency



Since the launch of the FreeCreditReport.com band commercials in 2007, David has gone on to create more than 50 music-driven spots for clients including Coca Cola & Walmart, Comcast and Norwegian Cruise Line. His Oreo “Wonderfilled” songs have been recorded by artists including Owl City, Kacey Musgraves, Tegan & Sara, Chromeo, Yelle, and Lights, and have been translated into languages from Arabic to Mandarin Chinese. His work has been awarded at Cannes, Clio, CA, The One Show, the Effies and AICP, and he has spoken on music at Cannes Lions, Eurobest, and Communication Days in Croatia.

The success of his (ad) songwriting led him to found his own boutique music company, English Major LLC, with the blessings of The Martin Agency. Today he spends as much time in recording studios as he does in client meetings.

Prior to joining Martin, David worked at Digitas in San Francisco and Boston. He graduated with honors—but with no job in sight—from Amherst College, where he was an English Major.

### Topic / The Job You Want: Making Your Place in the Creative World

**Descriptor** / As creative people, we are misfits by nature. Yet our industry expects us to fit into established roles—copywriter, art director, designer, producer. What happens if we’re several of those things? What happens if we’re none of them? How do you find a job that lets you be the best version of your creative self? In this talk, David will offer insights into inventing your dream job, one mistake at a time. He will also share the stories (and uncensored songs) behind the creation of memorable musical campaigns for clients like Oreo, Walmart and FreeCreditReport.com. Trigger warning: there will be singing.