



## VCU Brandcenter Friday Forum

Oct. 12th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# David Muhlenfeld

Vice President/Creative Director / The Martin Agency



Beginning with the original FreeCreditReport.com band commercials in 2008, David has created more than 30 music-driven spots for The Martin Agency clients including Coca Cola & Walmart, Comcast/Xfinity, and Norwegian Cruise Line.

The success of these musical campaigns led him to found his own music company, English Major LLC, with the blessings of The Martin Agency. Today he leads a busy but fulfilling double life: traditional(ish) advertising creative by day, songwriter and music producer by night.

He has been profiled by Adweek and SESAC magazine, and interviewed by the New York Times, MTV and numerous blogs.

His work received the ultimate shout-out this year during the Saturday Night Live season opener, when Mick Jagger announced that while he was a fan of The Foo Fighters and Arcade Fire, his favorite act was “The FreeCreditReport.com band.”

Prior to joining Martin, David worked at Digitas in San Francisco and Boston. He graduated with honors from Amherst College, where he was, of course, an English Major.

Topic / For those about to ad-rock...

Descriptor / Everything you need to know about using music in advertising—whether you want to license the next big track, or write it yourself—from someone who learned it all in the slowest, most frustrating ways possible.