

ROB MAYHEW

DIRECTOR, COPY | BRAND VOICE | EDITORIAL & CREATIVE STRATEGY

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EXECUTIVE SUMMARY

Creative strategy and copy leader with 20+ years of experience driving brand voice, editorial governance, commercial storytelling, and omnichannel content strategy for global brands. Proven record leading international creative teams, shaping enterprise messaging, building scalable content systems, and partnering with executive stakeholders across ecommerce, digital, retail, CRM, and integrated campaigns. Combines creative leadership, strategic storytelling, brand governance, and AI-enabled content innovation to strengthen brand impact, consistency, and business performance.

CORE LEADERSHIP EXPERTISE

- Creative Leadership
- Strategic Thinking
- Executive Stakeholder Management
- Cross-Functional Collaboration
- Team Leadership & Mentoring
- Global Leadership
- Influence & Communication
- Business & Customer Orientation
- Brand Voice & Editorial Governance
- Copy & Messaging Strategy
- Creative Direction
- Omnichannel Content Strategy
- Campaign Development & Storytelling
- Content Architecture & Messaging Frameworks
- SEO & Conversion Optimization
- Editorial & Content Management Systems

AT&T, B2B DIVISION

Senior Copywriter

Dec 2025 - Present

- Lead full-funnel copy and messaging strategy across 100+ initiatives supporting AT&T Business connectivity, mobility, internet, and technology solutions, translating complex business objectives into clear, commercially focused customer communications.
- Direct omnichannel content development across web, email, paid media, lifecycle marketing, landing pages, and sales enablement, supporting customer experiences and reaching 100K+ business customers.
- Build scalable messaging frameworks and modular content systems while partnering with product, analytics, design, and marketing stakeholders to strengthen brand consistency, accelerate speed to market, and improve campaign effectiveness.

SAMSONITE NORTH AMERICA

Copy Lead

Aug 2025 – Aug 2026

- Led enterprise messaging strategy across Samsonite, American Tourister, Hartmann, and High Sierra, shaping differentiated brand narratives and customer communications across multiple global consumer brands.
- Established brand voice guidelines, editorial standards, campaign toolkits, and scalable messaging frameworks across four distinct consumer brands.
- Directed campaign narratives, product positioning, PDP content, email, paid social, and digital advertising while implementing AI-assisted creative workflows that enhanced content scalability and efficiency without compromising brand integrity.
- Scripted short- and medium-form social video and branded vignettes, translating campaign concepts and product stories into concise, platform-ready narratives.

ASICS

Senior Copywriter

Oct 2021 – May 2025

- Led global campaign storytelling across performance, lifestyle, and wellness categories, translating brand strategy into culturally relevant creative across global campaigns and customer touchpoints.
- Developed scalable messaging frameworks adopted across 8+ international markets, driving consistent brand voice and strategic alignment across regional customer experiences.

- Partnered with 10+ stakeholders across North America, Europe, and APAC to deliver high-profile campaigns supporting the Boston Marathon, New York City Marathon, Ekiden Relay, Grand Slam tennis tournaments, and global ASICS Legends launches.
- Scripted short- and long-form video across social, YouTube, and campaign and product features, extending global brand narratives into engaging, channel-specific storytelling.

UNIFIRST CORPORATION

Supervisor, Communications & Public Relations

Nov 2020 – Oct 2021

- Led integrated communications strategy across web, public relations, email, social, and executive communications, aligning content initiatives with broader brand and business objectives.
- Managed and mentored a communications team while directing content priorities and execution, strengthening consistency, reach, and organizational visibility across key channels.
- Secured 200+ media placements across industry publications and business outlets and increased traffic to the company's PR destination by 125% through targeted content and media strategy.

MOO

Senior Conceptual Copywriter

Aug 2019 – Sep 2020

- Developed integrated, multi-channel campaign concepts across digital, print, email, video, direct mail, and web, translating strategic objectives into compelling customer-facing creative experiences.
- Presented strategic concepts and creative rationale to executive stakeholders, connecting copy direction and campaign storytelling to broader brand and business objectives.
- Contributed to award-winning creative work recognized with a Silver Hatch Award in Creative Printing & Design, reinforcing a track record of high-quality conceptual and commercial creative execution.

SPREADSHIRT AG / INC

Head of Commercial Copy & Design

Jul 2016 – May 2019

- Led a 9-person international team of copywriters and designers across 18 global markets, directing commercial copy, creative execution, and brand storytelling to support global growth and customer engagement.
- Built and governed brand voice systems, editorial standards, messaging architecture, and content governance frameworks across the parent brand and three sub-brands, strengthening consistency across regions and customer touchpoints.
- Directed integrated ecommerce and brand campaigns while serving as the primary owner of brand governance and documentation, aligning creative strategy with cross-functional stakeholders and global business priorities.

EARLIER EXPERIENCE

Creative & Copy Leadership Roles | Earlier Career

- Earlier creative and corporate engagements include Life is Good, the Boston Red Sox, Aramark, and other recognized brands, spanning brand storytelling, campaign development, digital content, and customer communications.

EDUCATION

University of Massachusetts Dartmouth | Bachelor of Arts (B.A.), English & Marketing

AI CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Large Language Models, Prompt Engineering & Agentic AI | LinkedIn Learning, 2 Certifications | Coursiv, 1 Certification

TECHNOLOGY & PLATFORMS

Salesforce Marketing Cloud (SFMC) | Salesforce Commerce Cloud (SFCC) | Shopify | Contentstack | Emarsys | Mailchimp | Figma | CMS Platforms | SEO | A/B Testing | Generative AI | Prompt Engineering

STRATEGIC EXPERTISE

Director, Copy Leadership | Brand Voice & Editorial Governance | Creative Strategy | Commercial Storytelling | Omnichannel Customer Experience | Ecommerce & Digital Content Strategy | Executive Stakeholder Influence | Global Brand Leadership | Campaign & Messaging Strategy | Content Architecture

LEADERSHIP IMPACT

Brand Voice & Editorial Leadership

Built and governed brand voice systems, editorial standards, messaging frameworks, and content architectures across global brands, strengthening consistency across markets, channels, and customer touchpoints.

Creative & Team Leadership: Led international teams of up to nine copywriters and designers across 18 global markets, establishing creative direction, governance standards, and scalable operating frameworks.

Commercial & Omnichannel Impact: Directed customer-facing storytelling across ecommerce, web, email, paid media, CRM, lifecycle marketing, retail, social, direct mail, and sales enablement, connecting creative strategy with customer engagement and business objectives.