
MEGAN SCHULIST

was born and raised on the mean streets of Middleton, Wisconsin. There she spent her days drawing, painting, and making cool stuff from whatever she could find. Fast forward 20 years, and you could find her graduating from the Milwaukee Institute of Art & Design with a BFA in Communication Arts.

After graduation, Megan spent eight years kicking around Milwaukee, trying on many advertising hats, and ultimately decided she wanted more out of the industry than Wisconsin could provide. She moved to New York City in 2007 and spent two years at Deutsch and three years freelancing at various agencies (BBDO, MRM/McCann, and Draft FCB). Megan landed at 360i and spent over two years working on Oscar Mayer Bacon, Kraft Cheese, Canon, Clinique, and Coca-cola. After leaving 360i, she worked at Havas Worldwide on Dos Equis, Keurig, and Edible Arrangements. Later she found her way to Possible New York, where her focus was New Business initiatives. Megan left Possible in 2019 to take on a more experimental role at Particle3 that would have her learning about new technology like volumetric capture, augmented reality, and choice-based video and combining it with creative ideas. Megan could be found at Omelet most recently, dedicating her time to Google and YouTube.

Megan has been extremely lucky, getting opportunities on brands, both large and small, at some of the world's best agencies. She has had more great mentors than she could call out in one paragraph and has had the chance to lead numerous teams of inspiring young creatives.

Omelet

Creative Director 2022 - 2023
Google, YouTube

Increased awareness of Goggle's efforts to support small businesses by spotlighting three businesses and giving them the superhero treatment.

YouTube is a video, music and podcast platform. With Premium you can get all of that content ad-free. By successfully explaining the perks of Premium and sharing the latest features and content types new to YouTube we were able to drive engagement for the most diverse audience on the internet.

Particle3

Creative Director 2019 - 2022
eko, Walmart, Camp

Created editorial content and utilized interactive video to tell rich stories for brands partnering with eko. Experimented with mixed reality and the benefits for the fashion industry. Took Waffle & Mochi from the TV into the real world through the use of AR and gamifying the in-store shopping experience at Walmart.

The Tellys / Gold - Immersive & Mixed Reality / Virtual re-dress
The Tellys / Gold - Immersive & Mixed Reality / The hidden World Of Waffles & Mochi
W3 / Gold - Mobile Apps & Sites AR / The hidden World Of Waffles & Mochi
W3 / Silver - General Marketing AR / The hidden World Of Waffles & Mochi
Webby / Honoree - AI & Machine Learning / The hidden World Of Waffles & Mochi

Possible

Creative Director 2017 - 2019
Giant Eagle, Wild Turkey Pitches: VW, Wrangler, Hellmann's, Country Crock, Godiva

Coordinated on the ground stunts and experiences that translated into sharable social content showed a side of Wild Turkey that consumers were not familiar with. Pitched and won the work from major brands like VW through modern storytelling and elevating brand experiences beyond traditional media.

Deep Focus

Associate Creative Director 2017
Lays, Beneful

Utilizing documentary storytelling for Beneful revealed authenticity, helping to heal the brand's reputation.

Havas Worldwide

Associate Creative Director 2015 - 2016
Dos Equis, Keurig, Edible Arrangements

Saying goodbye to the Most Interesting Man was more than a TV spot. It was a PR worthy story that out-performed celebrity news and intrigued audiences. It put all eyes on the Dos Equis brand for the first time in a decade.

Keurig had tried using user generated content in social for years, but the low quality and lack of product variety wasn't creating new occasions to enjoy a cup of Keurig's most loved blends. Mixing editorial and aspirational content ultimately lead to a higher caliber of UGC. Transforming the brand on Instagram.

Cannes Lions / Silver - Radio / Dos Equis Adios Amigos
The One Show / Gold - Radio / Dos Equis Adios Amigos
The One Show / Gold - Public Relations / Dos Equis Adios Amigos
Webby / Best Launch / Dos Equis Adios Amigos
Webby / People's Voice Winner / Dos Equis Adios Amigos
Clio / Silver - Radio / Dos Equis Adios Amigos
Clio / Bronze - Copy-writing / Dos Equis Adios Amigos

360i

Associate Creative Director 2012 - 2014
Oscar Mayer, Kraft Cheese, Canon, Coca-Cola, Clinique

Oscar Mayer Bacon didn't want to sell more bacon, they wanted to unite fans and launch their brand on Twitter. We brought digital into the real world and made an on-the-road experience fueled by the love of bacon and social activity.

To launch the Canon PowerShot with wifi we created camera worthy moments. High motion, low light and moments simply too good to use a phone to capture. We partnered with Funny or Die, Live Nation, Rolling Stone, Eater & Nobu to promote and create events.

Cannes Lions / Shortlist / Oscar Mayer Great American Bacon Barter
The One Show / Merit / Oscar Mayer Great American Bacon Barter
Clio / Shortlist / Oscar Mayer Great American Bacon Barter
New York Festivals / Silver / Oscar Mayer Great American Bacon Barter
SABRE / Gold / Oscar Mayer Great American Bacon Barter
FAB / Gold / Oscar Mayer Great American Bacon Barter
Bees Awards / Best Campaign / Oscar Mayer Great American Bacon Barter
Shorty Awards / Finalist / Oscar Mayer Great American Bacon Barter
Creative Media Awards / Gold / Oscar Mayer Great American Bacon Barter