

**MIKE
DEWEY**

LOS ANGELES, CA

CREATIVE DIRECTOR

PERFORMANCE

I build creative systems that drive growth.

HOW I THINK

Creative should be beautiful.

Creative should convert.

Speed matters.

Systems matter.

AI is leverage.

Brand integrity matters.

WHO I'VE WORKED WITH

+ Ford Bronco

+ Microsoft

+ American Airlines

+ Lufthansa

+ Rosetta Stone

+ W+K

+ Electronic Arts

+ Goldman Sachs

HOW TO CONNECT

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HOW I BUILD

High-volume performance systems built for speed, experimentation, and measurable growth.

- Partner with growth and media
- Architect structured testing frameworks
- Plan modular shoots for paid extraction
- Integrate AI into production workflows
- Scale creative without sacrificing craft

WHERE I'VE BEEN

Miru Studios | Founder

Performance Creative Studio

Lead performance creative for DTC and consumer brands including American Airlines, Ford Bronco, and Rosetta Stone, along with high-growth DTC brands. Build scalable content systems designed for continuous testing and iteration, partnering with growth teams to drive measurable performance while leveraging AI to expand output.

Momentous | Art Director, Growth

100M+ DTC supplement brand

Built performance-first strategy across Meta, YouTube, and TikTok. Planned modular shoots for paid, partnered directly with growth, and produced multiple top-performing campaigns.

Moment | Growth Creative Lead

DTC marketplace

Led a lean internal creative team embedded within a highly analytical growth culture during scale to 40M+ revenue. Built structured testing frameworks and operated a high-velocity in-house studio optimized for rapid experimentation and measurable performance. Partnered closely with creators and influencers on collaborations that fueled both paid and organic growth. Helped grow YouTube to 500K+ subscribers.

Matador Network | Art Director

Largest Online Travel Magazine

Managed creative teams producing platform-native social content reaching 60M+ views.