Mikey Jasiczek

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Marketing & Creative Strategy Leader | Integrated Marketing, Brand & Sponsorship

SUMMARY

Turns complicated business problems into clear strategy and creative systems that scale. 15+ years across brand, product and offer-led acquisition work, most recently leading creative strategy for Spectrum Internet and Mobile, Community and sports sponsorship at Charter Communications. Research- and testing-led. Known for creating clarity when direction is still forming.

EXPERIENCE

Charter Communications (Spectrum) Stamford, CT

Sr. Director, Marketing & Creative Strategy *Jul 2024 – Nov 2026*

Led a team of five setting creative strategy for Spectrum Internet and Mobile, Community and Sponsorship, directing agency partners including VCCP, Reverie Content and Nomad FC, and $10M+ in annual production within an $80M creative budget. Advised the CMO and COO on creative strategy. Brought generative AI into the team's ideation and copy workflow.

- Led the campaign and creative strategy for Life Unlimited, Spectrum's 2024 brand relaunch; among exposed prospects, consideration rose from 39% to 59% and favorability from 46% to 61%.
- Grew Real Customers. Real Stories. from an early concept into a 17-story, English- and Spanish-language testimonial platform. Five of six tested ads beat the telecom consideration norm; one scored in the top 1% of industry ads.
- Led Residential Connectivity awareness and consideration work for Hi!, the brand campaign introducing Spectrum across 166 newly expanded markets after the Cox merger, across TV, social, OOH, digital and radio with VCCP.
- Took on sports sponsorship as the portfolio grew to 45 partners, building the portfolio approach and toolkits that let the team support it without added headcount, from a Yankee Stadium subway takeover to NBA and NHL playoffs.
- Led Spectrum's shift to fiber-powered network positioning, aligning Marketing, Product and Legal on the messaging. The guidelines were adopted across owned and paid channels, from Comms to Web, and streamlined legal review.
- Built Spectrum Community into a defined brand pillar, producing seven local stories across five states, from Hawaii to Long Island.

Director, Marketing & Creative Strategy *Nov 2020 – Jul 2024*

Recruited back to Charter by a former leader to lead Spectrum's competitive and offer-led acquisition creative and Spectrum Mobile creative strategy, including Apple and Samsung device launches, later expanding to product positioning and go-to-market across Internet, Mobile and Spectrum One.

- Created the Spectrum Mobile Spokesperson campaign from ad-testing learnings. It became the team's top-performing creative across seven rounds; at launch, brand recall tested at 77–83% against a 48% norm.
- Led Spectrum Mobile creative strategy during its run as the nation's fastest-growing mobile provider, growing awareness from 60% to 66% in 2022. Extending Spokesperson into social lifted 18–44 awareness from 51% to 59%.
- Built the marketing org's claims and disclaimers system with Legal and Product, replacing inconsistent claims and substantiation across teams with one message hierarchy. It cut legal exposure and audit work; still in use.
- Built the team from one direct report to five through multiple restructurings, developing early-career hires into owners, including growing a Specialist into a Manager.

Visit Williamsburg Williamsburg, VA

Manager, Marketing Communications *Jan 2020 – Nov 2020*

- Partnered with leadership and agency Connelly Partners to launch "Life. At Your Pace.," the destination's $7.6M brand campaign, in summer 2020. It ran as Visit Williamsburg's platform for nearly five years and won eTSY's Best Content Marketing Program award.
- Defined brand standards for advertising, customer communications and industry partnerships.

Charter Communications (Spectrum) Stamford, CT

Sr. Manager, Marketing & Creative Strategy *Aug 2016 – Nov 2019*

- Built the brand strategy that unified Charter, Time Warner Cable and Bright House Networks under Spectrum after their 2016 merger. Unaided awareness of the Spectrum name rose from 40% in the first wave after launch to 58% two years later; by then 77% of customers named it unprompted.
- Oversaw creative development for the Spectrum Mobile launch, with multi-platform campaigns built on competitive advantages over the major carriers.
- Raised TV brand linkage from 76% to 98% by tightening brand placement, visual cues and repeated brand elements.

Manager, Marketing & Creative Strategy *Jul 2013 – Aug 2016*

- Built the brand's visual governance and guidelines, and trained the organization to apply them consistently.
- Led creation of branded photography, iconography, graphics and video with agencies and internal teams.

Encompass Digital Media Atlanta, GA

Broadcast Coordinator *Sep 2009 – Jun 2013*

- Ran live broadcast operations for MLB, NBA, NCAA and NFL Network events, managing playlists for 16 TV networks.

EDUCATION & DEVELOPMENT

B.S., Industrial Design | Auburn University

Director and Manager Leadership Development Programs, Charter Communications

TOOLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop) · Generative AI (Claude, Midjourney, Lovable, enterprise GPT tools) · Microsoft 365 · Google Workspace · Monday.com · Smartsheet