

Ron Castaldo

Executive Creative Director. Builder of Powerhouse Teams. Creative Unicorn.

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Profile

Visionary creative leader with global experience and a proven track record of building world-class creative departments. Expert in brand transformation, team development, and operational efficiency. Known for turning external agency dependencies into internal creative engines that deliver award-winning work, drive business growth, and save millions annually. Passionate about creating culture-shaping work that connects brands with people.

Skills

Creative Leadership

Strategic direction across brand, culture, and comms

In-House Team Building

Built full-service creative departments from scratch

Brand Transformation

Led award-winning rebrands with measurable impact

Operational Efficiency

Delivered \$12M+ in annual savings through internalization

Multi-Channel Expertise

TV, digital, social, email, direct mail, experiential

Content & Studio Production

Output 5,000+ assets/year

Culture Creator

Drove employee engagement and Great Place to Work® recognition

Creative Execution

Award-winning campaigns for global and challenger brands

Player-Coach Mindset

Hands-on team member who rolls up their sleeves, and leads through action and example

Entrepreneurial Drive

Founded boutique agency serving high-impact clients

Experience

Mr. Cooper - SVP, Executive Creative Director May 2015 - Present

- Led complete rebrand of Nationstar Mortgage to Mr. Cooper, transforming the company's identity across all touchpoints and successfully reintroducing it to employees, customers, and the market.
- Rebranded 10+ U.S. and global offices, aligning physical environments with brand values, vision, and employee experience—executed with seamless over-the-weekend reveals.
- Built a full-service in-house agency—spanning strategy, video, content, copy, design, email coding, social media and project management—eliminating external agency spend and saving over \$12M annually.
- Scaled the brand from 1M to 6M customers, contributing to a 15x increase in stock price over a decade and culminating in acquisition by Rocket Companies in 2025.
- Directed performance marketing creative strategy and production achieving an industry-leading recapture rate.
- Produced 5,000+ pieces of internal creative annually, spanning video, broadcast, social media, email, direct mail, display, internal comms and experiential—driving brand consistency and accelerating speed to audience.
- Created and produced a bi-weekly video series featuring the CEO, fostering transparency, celebrating wins, and strengthening employee connection.
- Created and produced COOPERCON, a quarterly, company-wide live broadcast leadership series—utilizing Ai and leveraging pop culture and trending formats to deliver strategic messaging and elevate executive visibility.
- Leveraged an in-house customer research panel to refine communications at high-stress touchpoints—such as mortgage transfers and escrow—reducing confusion, call volume, and complaints while significantly improving the customer experience.
- Led social media team and developed strategy to support new customer onboarding, reducing call center volume and improving customer experience.
- Drove culture-driven creative initiatives that helped secure 6 consecutive Great Place to Work® certifications, boosting employee engagement and energizing recruiting efforts.
- Produced annual top-performer sales incentive trip experiences, including theme development, visual design, and live awards programming.
- Led creative strategy and execution for multiple brands and white labels, including Mr. Cooper Group, Xome, Rushmore, RightPath, TDBank and USAA.
- Won 12 industry awards for creative excellence and effective communications.

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Consultant - Creative Director - July 2014 to May 2015

Delivered high-impact creative for BMW, Hershey's, and GSK for Arnold Worldwide and Javelin agencies.

Bulldog New York - Global Executive Creative Director - Nov 2012 to July 2014

- Developed the global creative platform for Yapital, a German fintech startup.
- Executed all creative assets in-house, including marketing, videos, and website content.

RAPP Worldwide - Creative Director - July 2012 to Nov 2012

- Rebranded Folds of Honor, creating a new logo and strategy leading to national partnerships and visibility.
- Led creative for a Gold's Gym pitch, securing the business.

TBWA\Chiat\Day - Associate Creative Director - June 2011 to July 2012

- Developed global campaigns for Michelin, Nicoderm CQ and Nicorette.

Rosetta - Associate Creative Director - May 2010 to June 2011

Led redesigns for multiple Wyndham Hotel Group brand websites.

TBWA\Chiat\Day - Associate Creative Director - May 2008 to May 2010

- Created brand campaigns for Cablevision, NuvaRing, Majestic Steel and Alexian Brothers.
- Won Kelly Silver Bell Award for ad council anti-steroid campaign.

RUCAS - Founder, Executive Creative Director - June 2007 to July 2015

- Founded a passion-project agency focused on delivering high-impact work for startups and challenger brands with limited budgets.
- Developed creative campaign that won Bulldog NY the Yapital business.
- Clients include City Harvest, Yapital, Rub BBQ, USA Network, Roundup, CheckThatVin and Zespri Kiwi.

Foote Cone and Belding - Art Director - May 2000 to April 2010

Developed multi-channel campaigns for Motorola, Gerber, Chase, MetLife, The IRC, Jamaica Tourism, Qwest Communications, Nokia, AT&T, JP Morgan and City Harvest as well as others.

Awards and Recognition

- 2022 dotCOMM Awards Gold - Mr. Cooper Cash Out Personalized video
- 2022 Hermes Creative Awards Gold - Mr. Cooper Cash Out Personalized Video
- 2022 Hermes Creative Awards Gold - Mr. Cooper New Customer Onboarding Mail Package
- 2021 Dallas ADDYs - Film, Video & Sound - Bronze - Mr. Cooper Home Matters Video
- 2021 Hermes Creative Awards Platinum - Mr. Cooper Home Matters Video
- 2021 Hermes Creative Awards Platinum - Mr. Cooper Feeding America Campaign
- 2021 Hermes Creative Awards - Honorable mention - Mr. Cooper Forbearance PSA Campaign
- 2021 dot COMM Awards - Platinum - Mr. Cooper Feeding America Campaign
- 2021 dotCOMM Awards - Gold - Mr. Cooper Home Matters Video
- 2021 dotCOMM Awards - Honorable mention - Mr. Cooper Forbearance PSA Campaign
- 2020 Dallas ADDYs - Bronze - Mr. Cooper Personalized Escrow Video
- 2019 Dallas Gold Addy for Fly the Coop Campaign
- 2014 Dallas Silver Addy for Folds Of Honor rebrand
- 2009 Ad Council Silver Bell Award for Don't Be An Asterisk Campaign
- 2009 Kelly Award for Best Public Service Print for Don't Be An Asterisk Campaign

Education

Fashion Institute of Technology

BFA in Advertising

