

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 - January 2026

- 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

