

Tom Lorenzo

Digital Strategy | Creative Leadership | Marketing Operations | AI-Native Workflow Builder

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AI PORTFOLIO

[Open my AI portfolio.](#) It opens a version of my site where you can ask questions about my work, fit, leadership style, and the details behind the bullets. Try it out. It'll be fun.

SUMMARY

Versatile digital marketer, creative strategist, and operations leader with 15+ years building digital programs, social content systems, media strategies, websites, analytics frameworks, and high-performing teams. Comfortable moving from top-level strategy to hands-on execution, with a practical focus on useful process, measurable outcomes, and AI-assisted workflows that help teams move faster without losing creative judgment.

RELEVANT IMPACT

- Led digital strategy, creative, social, media, and operations teams while helping grow an agency from roughly 4 employees to about 150 at its peak.
- Managed creative operations, media operations, agency operations, workflows, staffing, process clarity, cross-department alignment, P&L responsibility, and major project budgets.
- Directed social and content programs for brands including Wicked, Sesame Workshop, No Kid Hungry, NBCUniversal, HBO, A+E, Major League Soccer, and Love Has No Labels.
- Led performance-focused nonprofit, education, and entertainment campaigns across fundraising, ticket sales, application starts, volunteerism, advocacy, and audience growth.
- Use AI agents and local development workflows to accelerate strategy, web development, Shopify customization, content production, and client delivery.

PROFESSIONAL EXPERIENCE

Director, Strategy & Creative | Scale Interactive

Apr 2023 - Present

- Lead digital strategy, creative operations, campaign architecture, content systems, media execution, analytics, AI-assisted workflows, and hands-on web/product development.
- Partner with clients on project, hourly, and retainer engagements, tailoring the process to the need while staying grounded in the larger strategy.
- Build measurement systems, dashboards, websites, Shopify experiences, and content workflows that help stakeholders make clearer decisions.
- Work independently for many projects and bring in trusted collaborators when larger production, creative, media, or technical support is needed.

Managing Partner | Situation Group / Town Hall

Feb 2020 - Nov 2022

- Founded and led an \$8M+ nonprofit and education business unit, managing P&L, operations, senior client relationships, staffing, process, and strategic/creative delivery.
- Oversaw cross-functional teams and workflows for clients including No Kid Hungry, Smile Train, Columbia University, and Meals on Wheels America.
- Led digital transformation planning for legacy organizations, including marketing operations, internal structure, workflow modernization, and measurement systems.

- Managed budget, vendor, and stakeholder complexity while keeping creative, media, analytics, and account teams aligned around measurable outcomes.

VP, Digital Strategy & Creative | Situation Group

Feb 2014 - Jan 2020

- Recruited, mentored, and led a 45+ person team across digital strategy, media, social, content, and creative disciplines.
- Built process, creative standards, reporting rhythms, and campaign workflows for fast-moving entertainment, nonprofit, education, and public-interest clients.
- Helped win Best Places to Work in New York City recognition multiple times and contributed heavily to agency culture, mentoring, and team growth.
- Used performance data to shift strategy in market, including audience/message testing, media optimization, and program-specific targeting pivots.

EDUCATION

Bachelor of Science, Northeastern University, Boston

AREAS OF EXPERTISE

- Digital Strategy
- Creative Strategy
- Marketing Operations
- Creative Operations
- Social Media Strategy
- Paid Media Strategy
- AI-Native Workflows
- Web Strategy & UX
- Analytics & Dashboards
- CRM & Segmentation
- Budget & P&L Management
- Vendor & Agency Management
- Team Leadership
- Project Management Systems
- Shopify & LAMP Development