

Go Wakimoto

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An experienced brand marketer, strategist and storyteller. My expertise spans from crafting brand strategy to the execution of distinct creative ideas and narratives that power the entire consumer journey in order to create, serve, and retain demand through the funnel. I have a genuine passion to grow brands, coach teams, solve problems, and tell stories that connect emotionally to build irrational relationships with their consumers and communities.

Experience

Nike / Sr. Director, Global Brand Narrative

February 2020 - February 2023, BEAVERTON, OR

- Lead a team of narrative and copywriters to develop distinct and inspiring brand strategy, voice and messaging for the Kids consumer.
- Lead Nike's first step into the metaverse through a partnership with Roblox to meet our consumers where they are, by creating the Nikeland experience and launching a campaign that reached over 20M people organically.
- Lead the creation of Nike Playlist, Nike's first YouTube content series which has garnered over 100M views to date and over 91% of kids actually moving.
- Collaborate and guide internal teams and external agency partners to craft marketing strategies, integrated marketing plans, and develop creative that lives across various channels (paid, social, owned) to create, serve and retain demand of our consumers and communities.
- Develop playbooks so that our brand shows up consistently around the world.

Nike / Global Brand Communication Director

November 2016 - January 2020, BEAVERTON, OR

- Redefined our core consumer and approach to create a digitally-led World Cup campaign that reached over 500M people and delivered 3x the engagement over our competition to grow our global Nike Football IG community.
- Established and grew a completely new franchise and platform for Nike to reach our Training audience through audio with the TRAINED podcast, which amassed over 3M downloads in three seasons.
- Crafted athlete positionings and impactful digital/social stories for key sport moments such as Tiger Woods at the 2019 Masters, and Rafael Nadal at the 2019 French Open.
- Led the Global Football, Training, Specialty (Golf, Tennis), and Kids categories to set and align on the global strategic direction.

Nike / North America Brand Communication Director

August 2015 - November 2016, BEAVERTON, OR

- Led the storytelling for Running, Training and the 2014 Rio Olympics out of the North America geography.
- Worked closely with internal and external stakeholders to lead the creative work around "Move With Hart", where we partnered with Kevin Hart to inspire millions of everyday athletes to be the best version of themselves through communications and events.
- Helped launch Apple Watch Nike+ in the U.S., and extended the global 2014 Rio Olympics campaign through our digital channels by featuring stories of athletes from the USA and Canada.

Nike / Brand Communication Director, Japan

March 2013 - August 2015, TOKYO, JAPAN

- Managed and led the Brand Communication, Digital and Media functions.
- Worked as a strategic and creative partner to the VP of Marketing, and led the

redefinition of the Japanese consumer as the “multi-dimensional athlete”, and launched the Tokyo 2020 campaign.

- Led the Nike Free and Fuelband experiences in Tokyo, where we engaged with over 3,000 attendees to provide a premium experience for the launch of those products.
- Reestablished “Just Do It” in Japan to inspire all athletes* and get them to understand the meaning behind the brand’s iconic tagline.

72andSunny / Brand Director

June 2012 - March 2013, LOS ANGELES, CA

- Led teams to develop campaigns that get talked about in the broader cultural context, including one of Samsung’s most successful campaigns to blunt the iPhone 5 launch through a well-timed campaign that positioned Samsung’s Galaxy S3 at the innovation forefront—reminding the world that “the next big thing is here”.
- Provided strategic thought leadership and led creative campaign development for the Skylanders franchise.

180LA / Account Director

April 2010 - June 2012, LOS ANGELES, CA

- Helped develop strategy and oversaw the local and global production for multiple Sony Electronics launches such as the NEX and Handycam.
- Led the rebranding effort for Expedia “find yours” campaign in the U.S. by taking the emotional high ground and positioned them as the company who understands that travel is unique to everyone and can have transformational effects, while simultaneously de-positioning its competitors who were all focused on the transactional benefits of their services.

TBWA\CHIAT\DAY / Various Positions

November 2003 - April 2010, LOS ANGELES, CA

- Held Management Supervisor positions for Pedigree, Nissan, O’Neill and Sony PlayStation.
- Developed campaigns for those various brands included Pedigree DentaStix, Nissan Maxima, Nissan Cube, and set in motion the strategic thinking for the launch of the LEAF – Nissan’s first EV.
- Led the launch of the PlayStation3 campaign.
- Brought in over \$300MM in billings as the agency’s New Business Supervisor.

TBWA\CHIAT\DAY / Various Positions

July 2000 - November 2003, NEW YORK, NY

- Managed and built the agency-client relationship on the \$200MM Nextel Communications account.
- Relaunched the Nextel brand under the “Nextel. Done.” campaign, working with TEQUILA, TBWA’s digital and CRM arm to ensure one brand, one voice.
- Managed, coordinated, and executed various aspects of the pitch process as the agency’s New Business Analyst, bringing accounts including Nextel and Kmart.

Education

Bucknell University / B.S. in Business and B.A. in Biology

Double-major in Business Administration and Biology