

Adam Selken

Creative

adamselken.com
adam.j.widener@gmail.com

414.232.4525

Technical Skills

Figma	Excel
Mobile Action	Google Sheets
Looker	Adobe Creative Suite
Craftsman+	

Notable Brand Partners

King	Tik Tok
Activision	Rovio
Playrix	Jam City
Scopely	Epic
Dream Games	DraftKings
Snapchat	Supercell
Bumble	Fanduel
Linkedin	Ubisoft

Creative strategist with 10+ years of experience driving performance marketing across mobile, gaming, and CTV. Skilled in leading teams, managing agency partners, and developing data-driven creative strategies for premium advertisers.

Experienced in translating campaign data into actionable recommendations, leading client presentations, and managing high-touch creative projects from concept through launch.

Deep expertise in creative testing, user acquisition, video, static, playables, and interactive advertising.

Creative Director at Moloco / 11.2019 - 08.2025

- Strategic analysis reports
- Client facing presentations
- Managing creative production
- Design team management
- Video and trailer production
- AI and ML creative solutions

Lead creative strategy, production, and performance analysis for premium mobile and CTV advertisers. Manage an internal team of graphic and motion designers while partnering with external agencies to deliver scalable, performance-driven creative across video, static display, playables, and interactive formats.

Key responsibilities include analyzing campaign data, developing creative recommendations, managing the product roadmap, and collaborating with cross-functional stakeholders to optimize testing and performance.

Design Manager at Tapjoy / 7.2015 - 11.2019

- Design team management
- Playables + rich Media
- Video production
- Analyzing performance data
- Visual Design
- Creative Pitches

Managed a team of six designers and one external agency while overseeing creative strategy and production for interactive advertising initiatives across major mobile apps and game titles.

Interactive Designer at Say / 11.2013 - 12.2014

- Banner ad design
- Interactive design
- Rich media for desktop
- Video + motion graphics
- Javascript + html/css

Worked within a team of ten designers creating rich media, interactive advertising, and visual content for a large network of lifestyle blogs.

Education:

Milwaukee Inst. of Art & Design
Communication Design, BFA

Marquette University
Advertising, Minor