

CLIENT_NAME

Shattered Records. Created Award-Winning Campaigns. Catalyzed Brand Success.

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CHIEF CREATIVE OFFICER WITH 20+ YEARS STELLAR CAREER HISTORY. LED CREATIVE TEAMS TO PRODUCE PIONEERING CAMPAIGNS THAT DELIVERED MEASURABLE RESULTS.

Provided inspirational leadership for creation of high impact, groundbreaking concepts that dramatized selling proposition, built value, and generated “best ever” results for Citibank, Reebok, Hilton, GMAC, Sun, Time-Warner, Bellsouth, CSX, NCR, McGraw-Hill, and Blue Cross and Blue Shield.

Executive Summary

Track record of leading creative process, including development of ad, marketing communications, direct marketing, and innovative brand positioning strategies in both B2B and B2C environments—online and offline. Drove multi-million dollar business growth and deepened client relationships. Integrated brand messages across multiple channels—print, direct mail, broadcast, outdoor, collateral, Email, multimedia, and interactive. Recruited, managed, trained, and developed creative teams. Rare ability to lead in multi-generational environments. Prolific writer. Dynamic presentation skills.

Professional Experience

Executive Vice President, Chief Creative Officer (CCO), The XXX Group, Depew, NY 2006–Present

Drive projects from concept to execution, while providing oversight to creative team (eight) comprised of art directors, copywriters, proofreaders, freelance talent, and other cross-functional resources. Efficiently and cost-effectively manage creative process and workflow to achieve P&L goals. Interface with senior-level executives (client-side) to pitch, present, and position SKM’s offerings. Clients include First Choice Power, SunTrust Bank, Time-Warner Cable, Tops Supermarkets, InterBay Funding, American Benefits Consulting, Studio Arena Theatre, Tiles International, and American Automobile Association.

- ⇒ **Shaped strategic direction.** Worked with senior leadership to shape XXX’s brand image and overall strategic business direction, including revenue growth and client relationships. Introduced *Brand Experience Statement* concept that resulted in exponential business growth.
- ⇒ **Facilitated staff brainstorming sessions** to achieve production of persuasive, conceptually-sound brand positioning and messaging strategies that catapulted client success.
- ⇒ **Tripled response rate.** Provided leadership for pioneering direct mail campaign that pitched cable brand’s bundled offer. The “billboard in the mail” styled initiative succeeded in arresting and reversing market attrition. Delivered triple response rate over all prior efforts combined.
- ⇒ **Outperformed projections 272%. New assets totaled \$7 million.** Oversaw super-regional bank’s aggressive customer acquisition program targeting affluent households across three states. Worked with offer, partners, and accounts services. Led team to design *graphics rich* creative.
- ⇒ **Exceeded previous results 500%.** Developed B2B lead generation program for deregulated energy marketer. Leveraged award-winning creative to overcome client objections.
- ⇒ **Acquired regional supermarket chain account—potential for generating tens of millions of dollars.** Partnered with stakeholders to acquire account. Orchestrated repositioning and rebranding efforts. “Neighborhood place to save” concept positioned client for dramatic growth.

Executive Vice President, Executive Creative Director, Marketing, Dayton, OH 2002–2006

Directed and managed overall creative function and provided strategic and tactical direction for various online initiatives, including landing pages, Email campaigns, banners, interactive, and videos. Motivated teams to ensure delivery of “best in the breed” ad and direct marketing services. Clients included Sun Microsystems, NCR, Teradata, Kia Motors, McGraw-Hill, Cintas, and Reynolds and Reynolds.

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(B/R/C Marketing continued)

- ⇒ **Catalyzed launch of sophisticated IT solution. Achieved 9.29% response (\$10+ million in orders within 90 days).** Managed integrated, multi-channel campaign for billion dollar networking solutions company. Program utilized high impact 3D mail, sweepstakes, flat mail, and online initiatives to drive senior executive prospects to landing page and eventual signups.
- ⇒ **Brand-building campaign ranked by *Starch Study* in top seven of most remembered ads and 32 points ahead of competition.** Drove success of rebranding efforts via trade print campaigns.
- ⇒ **Best-ever response rate: 14.6%.** Created and managed blockbuster “direct-brand” campaign for world’s premier x86 systems company. Targeted developers nationwide.

Executive Vice President, Creative Director, The Group, Williamsville, NY 1993–2002

Recruited, managed, and mentored creative teams. Created highly effective strategies, marketing communications, and creative concepts for clients, such as GMAC Insurance, Citibank, Hilton, PNC Bank, KeySpan Energy, HSBC, University at Buffalo, SunTrust, HartMarx Corporation, Barnett Bank, ABN/AMRO, and Junior Achievement.

- ⇒ **Raised brand awareness from 0% to 47%. Achieved 7% conversion rate within four weeks.** Oversaw multi-channel launch campaign for major auto insurance industry brand. Aggressively pitched SKM’s offerings to win business and launch brand from ground zero.
- ⇒ **Won Gold National ADDY Award.** Outdoor campaign for Junior Achievement of New York.

Additional Experience

Senior Vice President, Creative Director, XXX Worldwide, Boston, MA

Achieved 79% response for sales appointments. Clients included Reebok, New England Telephone, Blue Cross and Blue Shield of Massachusetts, Lotus Development Corporation, Christian Science Publishing Society, Bank of Boston, and the Massachusetts Society for the Prevention of Cruelty to Children.

Vice President & Creative Director, Company, Atlanta, GA

Directed multimedia campaign facilitating brand’s comeback and driving 30% increase in sales, 15% in awareness. Built direct marketing division and served as its creative head. Clients: American Cyanamid, BellSouth, CSX Corporation, Goodmark Foods, NAPA Auto Parts, and Trust Company Bank.

Education

Bachelor of Arts in English, *Cum Laude*, College, City University of New York

Awards, Honors, and Activities

Awards and Honors: ADDY Awards (Regional, National), American Advertising Federation; ECHO Awards, Direct Marketing Association; CAPLES Awards, John Caples International Awards; ACE Awards, Business Marketing Association; NEDMA Awards, New England Direct Marketing Association; SOUTHSTAR Awards, Direct Marketing Association — Atlanta Chapter; Best of NAMA Awards, National Agri-Marketing Association; TELLY Awards, Summit International Awards, Communicator Awards

Activities: National and International Judge, ECHO Awards, ADDY Awards; Former President, Art Directors/Communicators of Buffalo; Frequent Speaker, Direct Marketing Association & Various Business Conferences; Active Member, Advertising Club of Buffalo