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## walton / isaacson | executive creative director | 10.09 > pres.

- ⊖ hired as agency's first ECD to oversee creative for all three offices - NY, Chicago, LA
- ⊖ named 2013 Multicultural Agency of the Year by Black Enterprise Magazine
- ⊖ won the pitch for the Los Angeles Dodgers 2013 brand campaign
- ⊖ won a Silver in Ad Age's prestigious 2012 Small Agency of the Year competition
- ⊖ launched a highly successful digital 2012 holiday campaign for Verizon Wireless
- ⊖ won the pitch for the Lexus GX launch- first agency in history of the brand, to work across general market and multicultural audiences
- ⊖ won the pitch for the Lexus CT 200h launch - one of the biggest, most successful launches in the brand's history and for the hybrid category
- ⊖ clients: Lexus > Samsung > Unilever > Verizon > Jim Beam Brands > LA Dodgers

## publicis - new york

|                                  |              |
|----------------------------------|--------------|
| svp / creative director          | 6.06 > 10.09 |
| vp / associate creative director | 10.02 > 6.06 |

- ⊖ played integral role in Whirlpool Corporation's portfolio consolidation with publicis-ny in 2006 (portfolio: Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Gladiator)
- ⊖ launched new campaigns for Maytag, KitchenAid and Jenn-Air in 2007, Whirlpool in 2009
- ⊖ managed all creative aspects of the portfolio including strategic planning, creative development and collaboration with digital, pr, pos and event agencies to create 360 brand campaigns
- ⊖ other clients: Amstel Light > BMW > Bounty > Celebrex > Charmin > Ernst & Young > Fujifilm Metamucil > Pepto Bismo > Principle Financial > Puffs > UBS

## publicis - chicago

|                                  |              |
|----------------------------------|--------------|
| vp / associate creative director | 1.01 > 10.02 |
| senior art director              | 1.00 > 12.00 |

- ⊖ developed, implemented and managed fully integrated marketing campaigns for Whirlpool and Shoney's Restaurants which included TV, print, pos, web
- ⊖ when the chicago office was closed, I was one of the few people asked to relocate to NY
- ⊖ clients: Whirlpool > Officemax > Shoney's Restaurants > Subway > Charbroil Grills > ATA

## fcb worldwide

|                     |              |
|---------------------|--------------|
| senior art director | 6.99 > 12.99 |
| art director        | 3.99 > 6.99  |

- ⊖ launched print and direct mail campaigns for Heller Financial and Yesmail.com
- ⊖ clients: Heller Financial > Payless Shoes > Progressive Insurance > Yesmail.com

## michael meyers & assoc. | art director | 4.96 > 3.99

- ⊖ launched Entergy Home Security with integrated campaign that included TV, print and collateral
- ⊖ created award-winning national print campaign for Woodard Furniture
- ⊖ clients: Butler Dental Products > Contax Cameras > Encyclopedia Britannica > Ertl Toys National-Louis University > USRobotics > Woodard, Inc. > Wrigley

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## maximum marketing | creative director | 1.93 > 4.96

- > built an award-winning creative department from the ground up in less than three years
- > developed integrated campaign for Raybestos Brakes including TV and print advertising, corporate identity, packaging, direct mail, retail design, promotions, web design
- > clients: Raybestos Brakes > Nike > DePaul University > NAPA > Jim Beam Brands

## freelance | art director . designer . illustrator | 90 > 93

- > branding, packaging, retail environments, catalog design, promotions
- > clients: Sears > Taco Bell > Blockbuster > Walmart > McDonald's

## awards, publications, books | 1990 > present

### Award Shows

- > 2013 Multicultural Agency of the Year: Black Enterprise Magazine
- > 2012 Ad Age Small Agency of the Year: Silver
- > 2011 Telly Awards: Silver
- > 2011 Creativity International Awards: Gold
- > 2010 Telly Awards: Silver
- > 2009 Los Angeles Addys: Bronze
- > 2008 Communication Arts Advertising Annual
- > 2008 New York Festivals
- > 2008 New York Addys: Gold
- > 2006 EFFIE Awards: Bronze
- > 2005 EFFIE Awards: Bronze
- > 2005 Halo Awards: Gold
- > 2005 AME Awards: Silver
- > 2005 Good, Bad, Ugly Awards: Good TV
- > 2000 Print Regional Design Annual
- > 2000 Moebius Awards-1st place (2)
- > 2000 Pro-Comm Awards: Best of Division
- > 2000 Echo Awards: Silver & Bronze
- > 1999 New York Festivals
- > 1999 Caples Awards
- > 1997 Flame Awards
- > 1997 BMA Tower Awards: Gold
- > 1997 Pro-Comm Awards
- > 1995 Chicago Addys
- > 1995 International Automotive Advertising Awards
- > 1995 Automotive Aftermarket Global Design Awards
- > 1994 Pro-Comm Awards

### Publications

- > Communication Arts
- > Advertising Age
- > Shoot Magazine
- > Creativity
- > PDN
- > Graphic Design USA
- > Art Direction Magazine

### Books

- > 1999 Graphis Advertising Annual
- > Graphis Logo 2
- > Logo World
- > Letterhead & Logo Design 6
- > Best of Business Card Design 2
- > Designer Posters
- > Best Invitations and Greeting Card Designs
- > Graphic Idea Resource: Paper

### Honors

- > Portfolio Night 8
- > Judged PDN Photography Annual
- > At Edge Photography Review Night
- > Judged AICP Awards
- > Judged ASMP Photography Annual
- > Judged New York Festivals
- > Judged Miami Addys