

CREATIVE DIRECTOR**Growth Concepts & Campaigns / Branding / Marketing / B2B - B2C / Budgeting / Copywriting
Creative Strategies / Staff Development / Print, Digital & Broadcast / Client Relations / Production**

As a multiple award-winning, creative professional, in the advertising world, I have created some of the most effective advertising campaigns both regionally and nationally. I directed campaigns for such leading companies as McDonald's, Chevrolet, Miller Brewing, Pella Windows, and Cessna. I have successfully led creative teams on both B2B and consumer accounts. My campaigns consistently increased sales for my clients with limited budgets by turning strategies into attention-getting ideas.

- Created innovative advertising campaigns**
- Developed influential PSAs**
- Produced regional and national branding and marketing strategies**
- Won numerous Addys and a Silver Microphone award**
- Created record-setting sales with innovative marketing tactics**

Clients and peers have consistently recognized me as a creative talent with demonstrated instincts for what will sell. I am a strong communicator, innovator, leader and team player. While I studied at Wayne State University, I also attended the renowned Advertising Center in Los Angeles.

CAREER HISTORY & SELECTED ACCOMPLISHMENTS

Creative Director, Sullivan Higdon & Sink, (Advertising agency) 2006 to present. Directed creation of print and digital campaigns for several business-to-business clients including **Cessna** and **Cargill**. Mentored creative teams on projects, earning the agency recognition from B2B Magazine, as one of the top-three mid-sized firms in the country. Managed staff of 12.

Created and implemented branding strategies. Cargill, largest privately owned company in US, contracted to create new beef and pork brands for its retail and food service customers. Managed three teams to create names, brands, and marketing materials. Developed six brands for retail sector and five for food service customers. Grew retail market share 25% and food service 15% in two years.

Creative Director / Producer, Stoner Creative Services, (Advertising agency), 2000 to 2006. Produced and developed effective advertising concepts. Wrote and produced TV / radio / print and corporate shows for wide variety of clients including **Pella Windows** and **Vermeer Manufacturing**.

Developed valuable PSAs, significantly reducing traffic fatalities. Contracted with Iowa's Governor's Traffic Safety Bureau to reduce a steady increase in traffic related deaths. Recognizing that scare tactics don't work, developed TV, print, and radio campaign that emphasized humor. In first one year, slashed traffic related deaths 68%. Campaign awarded top honors as best PSA nationally.

Won Addy and Silver Microphone awards for best radio campaign in country. Internet startup client, Findahousenow.com, needed marketing help. Created humorous radio campaign featuring fairy tale characters in search of new homes. Within two weeks, client's Internet hits increased 75% and new home listings increased 45%.

Associate Creative Director, Kragie Newell, (Advertising Agency), 1991 to 2000. Orchestrated successful pitch for **McDonald's** regional business. Developed TV and print campaign featuring quarterly promotions. Won new business with **Chevrolet**, going from one account to 22 across five Midwest states, growing billings \$250M. Managed \$1M budget and staff of eight.

Produced advertising campaign driving record-setting sales growth for McDonald's. Agency needed help with creative side of its McDonald's account. Recruited and led new creative team. Developed groundbreaking promotions including fully produced TV spots. The "Cold Days, Hot Deals" campaign, grew sales 45%. Grew accounts from five to 375. Campaign was adopted nationally.

Earlier: Started with Backer Spielvogel Bates, Copywriter. Recruited by Group 243 as Senior Copywriter.

Outside Activities: Singing, song writing, running, lifting weights, playing tennis.