

BRIAN R. WOOD

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QUALIFICATIONS

Versatile senior creative with hands-on experience creating integrated B2B and B2C campaigns. Experienced team builder and manager, including the implementation and development of creative processes, and the coordination and supervision of web, illustration, photography, video and design. Excellent understanding of marketing practices, conceptual development and brand strategy.

EXPERIENCE

Creative Director • B. Creative Advertising & Design • San Francisco, CA • 12/04-Present

Versatile contract and project creative leader and team player for a variety of agencies and clients. Agencies: BARC Agency, DDB Worldwide, DraftFCB, Grey/G2, MRM//McCann, Palmer Advertising, Responsys, SolutionSet.

Clients: Adobe, AT&T, Cunard, Diageo, EA Games, Google, Intel, Jif, Logitech, Monopolowa Spirits, Constellation Brands, Salesforce, Shutterfly, Smucker's, Sutter Home, Union Bank, Wells Fargo.

Creative Director • LEWIS Global Communications • San Francisco, CA • 9/15-6/16

- Built up a creative department to offer a more diverse range of services and expertise to better engage and up-sell existing clients and attract new clients

- Developed and implemented new systems and processes for project management and execution

- Fostered a more collaborative team dynamic by empowering the creative team to initiate, support, and own projects and ideas in order to raise the creative bar

- Successfully increased the efficiency, quality and breadth of client opportunities and deliverables

Clients: Intel Security, Riverbed, SendGrid, ServiceNow, Software AG, TiVo, VMware

Senior Art Director • MRM // McCann • San Francisco, CA • 8/12-7/15

Lead Senior Art Director for Intel – a Fortune 100 company. Responsible for conceiving, executing, and managing on-line content and experiences for Intel.com. Also played utility player role for every other agency account – producing scripts, storyboards, direct mail, and digital experiences.

Clients: Covered California, Google, Intel, iShares/BlackRock, Microsoft, USPS, Wells Fargo

Associate Creative Director • Gumas Advertising • San Francisco, CA • 2/06-2/08

Associate Creative Director for this full-service advertising agency. Concepted, designed and executed B2B and B2C integrated advertising campaigns, collateral and interactive for a wide array of regional and national accounts while managing a creative team.

Clients: 8e6 Technologies, Beronio Lumber, Critical Logic, Linear Corp, Quality Tune-Up, SanDisk, SummerHill Homes, Wells Fargo, Yonex

Senior Art Director • Nimblefish • San Francisco, CA • 4/02-11/04

Senior Art Director for this multi-channel customer relationship company. Concepted and produced true CRM marketing campaigns encompassing direct mail, email, microsites, and personalized URLs.

Clients: Anthropologie, Apple, AT&T, Best Buy, Casual Male, Kodak, Lowe's, New York Life

Senior Art Director • Bio-Rad Laboratories, Inc • Hercules, CA • 9/99-4/02

Senior Art Director in Marketing Communications for this internationally known bio-tech company. Concepted and produced trade advertising, sales, and technical materials for international use.

Senior Art Director • HSR B2B (Gyro) • Cincinnati, OH • 4/98-9/99

Senior Art Director for this "B-to-B Agency of the Year". Managed my own creative team on a \$2MM Hobart account to concept, execute and produce integrated advertising and direct mail campaigns.

Also worked on manufacturing and telecommunication accounts.

Clients: Cincinnati Bell, General Electric, Hobart Corporation

EDUCATION

Miami University, BFA in Graphic Design, Minor in Photography

AWARDS & RECOGNITION

Addy Awards

Ads Of The World

Art Directors Club

POPAl West Coast Point of Purchase Show

Pro-Comm Awards