

GAREN BOGHOSIAN

AWARD WINNING CREATIVE DIRECTOR SEEKING A LEADERSHIP POSITION IN A FORWARD THINKING COMPANY

o DETAILS o

305-951-7010
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o PORTFOLIO o

www.bookofgaren.com

o AWARDS o

One Show
Effie Awards
Project Isaac
Communication Arts
Graphis
National Addy Awards
4A's Partner Awards
WARC-Grand Prix Innovation
CMYK Magazine

o CLIENT EXPERIENCE o

Publix Super Markets
Buffalo Wild Wings
Toyota
Florida's Natural Orange Juice
Baskin Robbins
Ad Council
AdventHealth
Marriott Hotels
Jackson Hewitt
Taco Cabana
Krystal
United Way
Lincoln Financial

o EDUCATION o

Art Direction, Miami Ad School
2004 — 2005

BA in Advertising, Florida
Atlantic University
2000 — 2003

AA in Film, Palm Beach
Community College
1997 — 1999

PROFESSIONAL ACCOMPLISHMENTS

- 16+ years in the advertising industry
- Deep knowledge in both traditional and digital advertising, as well as all facets of production
- Extensive experience collaborating alongside client in-house creative departments
- Master storyteller

RELEVANT EXPERIENCE

VP, Creative Director at 22squared, Tampa FL

2020 — Current

- Directed teams in creating and executing 360 campaigns, including broadcast, digital, web, and social media, for the agency's largest client, Publix Super Markets. As a result, Publix was named #69 on the Fortune 500 and also became the most profitable grocery store in the country
- Increased diversity and inclusion in all facets of Publix advertising by leading the change in casting, locations and other facets of production
- Achieved an increase in agency billings after managing multiple new business pitches
- Mentored and guided multiple direct reports, resulting in several promotions and increased departmental talent retention

VP, Associate Creative Director at 22squared

2014 — 2020

- Conceived and executed one of the state of Florida's largest relief efforts after hurricane Irma, resulting in millions of dollars raised for people in need. This was accomplished with a production and media budget of \$0
- Instrumental in the biggest agency of record client win in the past 10 years, doubling size of office, as a result
- Achieved more industry recognition than any prior year in the company's history. Recognized globally and nationally, winning industry awards including: Effies, CLIOs, One Show, National Addys, Shorty Awards, and the London International Awards. As a result, 22squared was named among the "Most Innovative Companies" by Fast Company
- Increased overall brand engagement by 74% for the non-profit organization Grads of Life, by creating "7-Second Resumes" - a digital resume experience that allows opportunity youth without a college degree, to highlight soft skills

Art Director at 22squared

2006 — 2014

- Responsible for conceptual development as well as the design for a variety of client projects, including broadcast, print, OOH, web, and social
- Influenced the cultural lexicon by creating work for Buffalo Wild Wings that became synonymous with overtime, all while doubling sales goals by increasing comp sales by 4.43%
- Created work that trended nationally while increasing client's facebook fan growth by 2322%. The campaign was organically immortalized by becoming one of the top used, fan-created, GIFs/memes online