

PUTS OUT FIRES

TERRY OLEARY

NORWALK, CT 06850 | 303-880-7150 | TOLEARY333@GMAIL.COM

TERRYOLEARY.CARBONMADE.COM

CREATIVE DIRECTOR

Creative Director with extensive experience working on Fortune 500 accounts for some of the great brands, building relationships and working face-to face with clients.
Experience working across media: traditional, experiential, digital, and social.
A mentor and teacher who brings out the best in creatives.

CORE COMPETENCIES

Strategy | OLM-TV-Print-Direct | Social Media | Client Presentations
Creative Direction | Integrated Marketing

SELECTED ACCOMPLISHMENTS

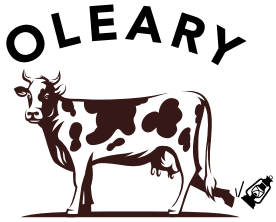
- Work has been showcased in many award shows: One show, Clios, Cannes, David Ogilvy Award, and The Denver 50 show.
- Took the New York Times from a regional paper to a national paper.
- Rebranded several clients, including The New York Times, Century Link, and Emblem Health.
- Worked at award winning agencies in New York: Ogilvy, DDB, Publicis, McCann, and Saatchi & Saatchi.

PROFESSIONAL EXPERIENCE

CIGNA

ACD/ART DIRECTOR, 2017-2019

Created traditional, direct, and digital for two groups. Cigna HealthSpring and B to B. Helped lead the creation of the market message to the trade.



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PUBLICIS

CD/ART DIRECTOR, 2015-2016

Worked extensively on Humira and it's many indications.
Created campaigns and patient videos for: Psoriasis, Uveitis, and Ankylosing Spondylitis.

HAVAS/STRAT FARM

CD/ART DIRECTOR, 2012-2015

Worked on Cap Gemini, AT&T, and Emblem health.
Pitched and won the Emblem Health business with a campaign that rebranded them.

RAPP

ACD/ART DIRECTOR, 2010-2012

Worked on Humana and created the sub-brand Humana Vitality.

MONIGLE ASSOCIATES

ACD/ART DIRECTOR, 2008-2010

Rebranded Century Link. Included TV, print, digital, and a new mnemonic ending.

DDB

ACD/ART DIRECTOR, 2004-2008

Worked on Compaq computers.

OGILVY

ACD/ART DIRECTOR, 1990-2004

Created a campaign that launched the New York Times Nationally.

EDUCATION

Bachelor of Arts (Design): University of Northern Iowa.
Apprentice Program: Parsons School of Design.
Technical skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign)