

# Mike Vaughan

---

516-318-7084 • reachmikevaughan@gmail.com • mikevaughanportfolio.com  
workingnotworking.com/mikevaughan

## **Freelance Creative Director/Art Director**

New York, NY / March 2017-Present

- Ogilvy CommonHealth-DTC, Pereira & O'Dell, FCB Cure-DTC, Centron-HCP

## **BBDO Worldwide**

New York, NY / 2014-2017

- Vice President, Creative Director
- Accounts: Subway, M&M's, Birds Eye, Viagra, SC Johnson, CVS Health

## **Saatchi & Saatchi**

New York, NY / 1997-2014

- Sr. Vice President, Executive Creative Director
- Accounts: Head & Shoulders, Miller High Life, Tide, Green Giant, Beck's Beer, Iams Company, Cascade, Wheaties, Cheerios, Pampers, Folgers, Crest, Privy Council of New York, Wild Turkey

## **Bozell, Inc.**

New York, NY / 1992-1997

- Associate Creative Director
- Accounts: Chrysler Brand and Corporate, Merrill Lynch, United Way

## **Messner, Vetere, Berger, Schmetterer**

New York, NY / 1990-1992

- Senior Art Director
- Accounts: Life Magazine, Rockport Shoes, WBZ-TV Boston, Peugeot Motors

## **Chinnici & Vaughan, Inc.**

New York, NY / 1988-1990

- Owner/Creative Director
- Accounts: Filomena's Pasta Sauce, Ferrero Rocher Chocolates

## **Education:**

- SUNY, Farmingdale, NY
- School of Visual Arts, New York, NY

## **Awards:**

---

**D&AD**-Wood Pencil Award: Head & Shoulders "Not For You"  
Shortlist: Head & Shoulders "Polamalu" Campaign

**Cannes Lions**-Film Finalists: Tide Detergent, Olay Skin Cream, Head & Shoulders  
Outdoor Finalists: The Privy Council of New York, Pampers, TideMedia Finalist: Crest

**Communication Arts**-The NY Privy Council (Ambient Campaign), Tide To Go (Print Ad)

**The One Show**-Bronze: Filomena's Pasta Sauce, Merit: Illinois Power, Filomena's, Peugeot Motors, Adelphi University, Pyramid Companies, Messner, Vetere, Berger (self promotion), Life Magazine (4), Finalist: M&M's Keyboard

**Graphis Awards**-Gold: Fixodent "Suction Cups" and "Crowbar", Gold: Folgers "Manhole"

**Andy Awards**-Distinction Awards: United Way, Jet Set Travel

**Clio Awards**-Rockport Shoes (3): Pyramid Companies

**FWA**-Mobile of the Day: M&M's Keyboard

**Webby Awards**-Finalist: M&M's Keyboard

**Effie Awards**-Silver: Tide (campaign), Bronze: Tide to Go (campaign)

**Addy Awards**-National Gold: Wheaties (campaign), Gold: Adelphi University (campaign), Adweek, Gold: CVS Health (campaign, contributor)  
Silver: Iams Company (3), Tide, NY Privy Council, M&M's Keyboard

**AICP Awards**-Gold: CVS Health (campaign, contributor), Next Awards/Next Cause Marketing/CVS "Health is Everything"

**Sports Media Marketing Awards**-Best Spot Gold: Head & Shoulders "Not For You"  
Best Use of a Celebrity: Head & Shoulders Campaign

**New York Festivals**-Gold Award: Bozell Advertising (self promotion), Bowery Mission  
Finalist: Head & Shoulders "Sun"

**Ciclope Festival**-Finalist: M&M's Keyboard

**Golden Award of Montreux**-Finalist: M&M's Keyboard

**Holme's Report Sabre Awards**-Best Viral Video: Head & Shoulders "Wax Troy"

**Media Access Awards**-Best of Show Print: Eukanuba "Fritzie"

**Caddy's**-Silver: Bozell Advertising (self promotion), Bowery Mission

**Mobius Awards**-Gold: Bowery Mission, Chrysler Motors (campaign)

**PM360 Trailblazer Awards**-Finalist: Viagra