Richard Batt
Creative Direction / Copywriting / Brand Strategy
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Experience:

Contract Creative Director/Copywriter/Strategist – Boston, MA, May 2020 to present.
Develop campaign concepts, brand strategies, content and copy across all channels for a variety of agencies and businesses. Currently on contract with Sonesta Hotels & Resorts. Other clients have included Adventist Health, Evoke Mind + Matter (pharma and healthcare), Eat Drink Media Group (food and beverage), Collette Travel, Matter (consumer, b2b and healthcare), AmeriCorps, Paragon Financial Advisors, and others.

Creative Director – NB Content, Boston, MA, 2019 to 2020.
Partnered with this global video production company to help market a direct-to-brand pilot program in New England and develop video content for clients. Unfortunately, the program was terminated due to the COVID pandemic and the freeze in production.

Associate Creative Director – KHJ, Boston, MA, 2013 to 2019.
Responsible for developing brand campaigns and copy for consumer, b2b, healthcare and real estate/hospitality accounts across all media channels, including digital, print, video, events and social media. Clients included PerkinElmer, St. Regis, Encore Boston Harbor, Circle Health/Lowell General Hospital, Quest Diagnostics, Franciscan Children's, Just Add Cooking, Rebel Restaurants, Webster Five Bank, Nordblom/3rd Ave and other real estate developments. Additional duties included contributing to strategies, agency blogs and case studies, new business and management of creative department.

Marketing Director – Plymouth Rocks Events, Plymouth, MA, 2016 to 2019.
Board member and marketing director for non-profit that produces music events to raise money for local school music programs. Responsibilities included event planning, marketing and publicity, creating/managing website and sponsor outreach/pitches. Performed duties outside of my role at KHJ.

Creative Director / Copywriter – Core4, Boston, MA, 2010 to 2013
Managed my own communications consulting business while serving as Creative Director for Core 4, a virtual agency made up of local marketing professionals. Pitched and secured over a dozen clients.

Associate Creative Director – Seidler Bernstein, Boston, MA, 2007 to 2010
Developed brand campaigns and product launches for leading healthcare, medical device and life science clients, including Smith & Nephew, PerkinElmer, Boston Scientific, Millipore and Siemens. Contributed to strategies, pitches and agency self-promotion/re-branding. Supervised creative department staff and freelancers.

Associate Producer – Moore Huntley Productions, Sudbury, MA, 2006
Assisted with the production of several shows for The History Channel. Responsibilities included researching content, scouting locations, casting, and sourcing/logging footage.

Associate Creative Director – The Duffy Agency, Malmo, Sweden, 2002 to 2006
Created advertising, collateral, direct mail, web content and trade show materials for international b2b companies. Clients included Tetra Pak, Alfa Laval, TAC, Santen, Q-Med, AudioDev and Axis. Supervised creative department staff and freelancers.

Freelance Copywriter, Boston, MA, 2000 to 2002
Clients included Staples, Tower Records and Plantation Real Estate. Created advertising, brochures, promotions and point-of-purchase displays.

Associate Creative Director – Hadeler, Sullivan & Law, Dallas, TX, 1998 to 2000
Created and produced advertising for Children's Medical Center, Mr. Rooter, Suzuki, Park Place Motors, Shabang.com and The Dallas Zoo. Contributed to brand and messaging strategies, public relations campaigns, new business pitches and agency management. Supervised creative staff.

Copywriter/Senior Copywriter – Temerlin McClain, Dallas, TX, 1992 to 1998
Created and produced advertising for NationsBank, U.S. Air Force, Paramount Parks, Subaru, American Airlines, Quaker State, Pace Picante Sauce, Greyhound and Eco-Eco.

Volunteer/Project Work and Related Experience:

Board Member/Marketing Director for Plymouth Rocks Events, 2016 – 2019
Coach for Cambridge Youth Soccer, 2018 – 2021
Guest Lecturer – Boston University, 2009 – 2010
Gave lectures on marketing, advertising and digital communications.
Guest DJ – WMBR, Cambridge, MA, 2011 – present
Freelance Writer and Producer for WRIF (radio station in Detroit), 1995
Wrote and produced station promos and sweepers on a project basis.

Awards and Honors:

Hatch Award for B2B Video
The Dallas Tops Awards (the local Addys):
Best of Show in Television, Four Golds in Television, Radio, Print and Sales Promotion, Five Silvers in Television, Radio, Print and Best Copywriting, One Bronze in Television Campaign, and numerous Merit Awards.
National Addy in Sales Promotion
Gold Telly for National Television Spot
International Broadcasting Award for National Television Spot
Gold Pegasus Award for Best Radio Campaign

References:

Tod Brubaker – Former Creative Director/Copywriter at KHJ.
Email: tod.brubaker@gmail.com

Paul Amorese – Former Director of Production at NB Content
Email: paulamorese@gmail.com

Raphael Brickman – Founder and Director of Design at Eat Drink Media Group
Email: rbrickman@eatdrinkmediagroup.com

Additional references available upon request