

# RESUME'

## **PRESENT: Freelance art director/Creative director**

Currently working for a variety of clients in the US and abroad. Assignments have included; Toyota, Xcel Energy, EAS Sports Drinks, Anheuser Busch, McDonald's, Beer Nuts, Wrigley, Auto Zone and ESPN,

**International experience DDB New Zealand** A wonderful creative opportunity in a wonderful country. Launched new campaigns for Freedom Airlines, and Chef Cat food, also created work for Sky TV, Cadbury's Chocolates, and McDonald's.

## **2009-Creative Director, DraftFCB Chicago:**

As daily supervisor on the Miller Lite account I was responsible for creating new work as well as leading our creative teams, helping them craft their ideas. ( I like that part). We created and launched the "Love Your Beer" campaign which has been very well received, as well as updating the "Taste Greatness" campaign.

## **2000-2009: Freelance art director:**

My assignments took me all over the country and the world for that matter. Working on brands as diverse as Coors, and Quaker, Budweiser to Qwest. Often brought in on a short deadline, I learned how to assess a problem and get to the central issue quickly.

## **1998-2000: Associate Creative Director, Group Head, HAL RINEY CHICAGO.**

Daily creative supervisor for Subway Restaurants (before that Jared stuff) and Nicor Gas. Main contact with client and account service to implement brand plans. Supervised creative teams as well doing work on these accounts myself. Other accounts; Nuveen investments, John Deere, and Serta.

## **1995-1998: Freelance art director, ST LOUIS MO :**

First foray into freelance. Created a campaign to revive the St Louis Cardinals Baseball Club after the strike of 1994, and the first comprehensive campaign for the St Louis Zoo. Also created a campaign to introduce Jack Daniels Whiskey to Australia and Asia as well as other projects for Anheuser Busch and Qualcomm.

## **1992-1995: ACD, D'ARCY ST LOUIS:**

Accounts included Anheuser Busch, Brown Shoe Company, United Way, and Salvation Army.

## **ALSO HELPED OPEN THE PRAGUE, CZECH REPUBLIC, OFFICE FOR D'ARCY IN 1994.**

## **1991-1992: SENIOR ART DIRECTOR, LEO BURNETT CHICAGO:**

Dewars' and Glen Ord Scotch, W.L. Weller Bourbon, and Black and Decker Power Tools.

## **1989-1991: ACD/ART DIRECTOR, D'ARCY ST LOUIS:**

My first experience in a big agency, with TV-driven accounts like Brown Shoe Company, M&M Mars; Twix, Skittles, and Combos brands.

**1986-1989: ART DIRECTOR, TBWA ST LOUIS:** A great place to learn my craft. We specialized in outdoors accounts such as Winchester Ammunition, Ralston Purina's Hi Pro, Dog Chow and Puppy Chow. So I got paid to go hunting and fishing. Sweet.

## **EDUCATION: BA in Fine Art, Southern Illinois University, Carbondale.**

1984 graduate. Graduated w/4.46 avg. Yearbook Art Director, Grassroots Literature Magazine illustrator.

## **HOBBIES.**

Spending time with my family, wife Lori and sons Nate and Tyler. Outdoors sports, (skiing, running, hiking, hunting) playing music, especially songs I've written, and reading history.

## **AWARDS:**

British Design and Art Direction, Axis Awards New Zealand, CA, The One Show, New York Art Director's Club, Archive Magazine, Clio, Effie, Obie Award, National Addy, MPA Kelly Finalist.

## **REFERENCES**

available on request or visit LinkedIn profile <http://www.linkedin.com/pub/vince-cook/4/994/365>

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