

## s k i l l s

creative direction and copywriting across multiple channels including: consumer & b-to-b TV, print, out-of-home, radio, digital, crm, shopper & collateral • complete client-facing project supervision & creative team management from concept through production

# fred palumbo creativdirector

## e x p e r i e n c e

vp / assoc. creative director • fcb • 2015-2017

*clients:* johnson & johnson (listerine, band-aid, desitin/baby products), *et al.*

creative director • publicis / kaplan thaler • 2005-2014

*clients:* procter & gamble (aussie, dawn, cascade, swiffer, nyquil, bounty, crest), mitchum, janus capital group, continental airlines, u.s. bank, abbott labs, wendy's, coldwell banker, pfizer (celebrex, lipitor, caduet, lyrica), shire (vyvanse), bristol-myers squibb (eliquis), *et al.*

senior copywriter • tbwa\chiat\day • 2003-2004

*clients:* nextel communications, rim blackberry, a&e network

group creative supervisor / copywriter • bozell / stein rogan + partners • 1998-2002

*clients:* engage/cmgi, blockbuster, disney/go network, smartmoney magazine, mail.com, musicchoice, uproar.com, ny times, blackboard, verisign, flycast, cars.com, discovery channel, cmp media, clubmom, brandwise.com, cmj new music magazine, *et al.*

art director • young & rubicam

*clients:* advil, us postal service, kfc, today sponge, dr. pepper, budget gourmet, colgate, chef boyardee, ny telephone, holiday inn, j&j, kodak, us savings bonds, *et al.*

*freelance:* fcb, arnold, grey, gotham, zimmerman, o2kl, *et al.*

*clients:* time warner cable, verifone, bank of america, sanofi (toujeo), nissan, bankatlantic, glaxosmithkline (malarone), pascack valley hospital, summit bank, lucent technologies, nj dept. of transportation, montclair state university, educational testing service, b&h, american diabetes assoc., pricewaterhousecoopers, nynex, perugina, st. regis hotel, volvo, sheraton, hewlett-packard, parker brothers, aig, fordham university, rca, sony, at&t, *et al.*

## d i s t i n c t i o n s

over 40 awards incl.: 2 first place mobius for *best TV spot* & *best print ad* • gold effie • 2 gold ADDYs for *best TV spot* • cannes lions shortlist • ACE awards (business marketing assoc.) — 6 awards incl. *best of show*, *best campaign* & *best print ad* • local ADDYs — 12 awards incl. *best campaign*, *radio spot* & *direct mail* • CEBA — 4 awards incl. *best online campaign* • NJ CAMA ASTRA/ADDYs • global awards • DTC national advertising awards • GSK marketing excellence award for *best integrated campaign* • art directors club

## e d u c a t i o n

rutgers university — rutgers college • high honors

b.a. communications / b.a. visual arts/graphic design (*double major*)

school of visual arts, new york • postgraduate — advertising concept & presentation

portfolio: fredlines.com • email: fred.palumbo@gmail.com • mobile: 201.725.7799