

# Mark Wegwerth

## Creative Director/Writer

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Egoless creative trusted by agency leaders to deliver exceptional work no matter the product, the brief, or the timeline. Experienced in creating big ideas and successful campaigns across all media for nearly every product category.

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### WORK HISTORY

#### Creative Director/Copywriter

Jan 2016 - Present

##### Freelance

- Created successful campaigns including automotive, quick service restaurant, technology, tourism, CPG, insurance, finance, and others.
- Developed successful creative platforms and helped win new business for agencies across the US.
- Building a base of experience in healthcare and pharmaceutical advertising from high-level concepting to referencing and annotating.

#### Senior Vice President/Creative Director

Sep 2012 - Dec 2015

##### Leo Burnett Chicago

- Managed several accounts with my partner, including Sprint (brand), Hallmark, and Allstate Insurance.
- Cultivated a culture to develop effective and award-winning work for a staff of 30+.
- Contributed high-level work for other brands including McDonald's.

#### Senior Vice President/Creative Director

Nov 1998 - Aug 2012

##### BBDO New York

- Created successful work for AT&T Wireless, Duracell Batteries, several Pepsi brands including Mountain Dew, Mitsubishi Automobiles, Lay's Potato Chips, Charles Schwab, GE and AOL.
- Managed all the brands within the Hyatt Hotels portfolio as well as their loyalty program and helped launch their branded credit card.

#### Copywriter

Apr 1991 - Nov 1998

##### Various

- Learned my craft at a variety of agencies and accounts, big and small, including Target, Peace Corps, Arctic Cat, Victory Motorcycles, Ethanol, some banks, restaurants, malls and a casino.
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### EDUCATION

#### University of Minnesota - Twin Cities

Bachelor of Arts: Professional Journalism

### SKILLS

- Copywriting
- Creative Direction
- Creative Strategy
- Brand Development
- Concept Development
- Digital Marketing and Strategy
- Interactive Advertising
- Integrated Marketing
- Social Media

### AWARDS

- D&AD Pencils
- One Show Pencils
- Cannes Lions
- The Webby Awards
- EMMY Nominee
- ANDYs
- Communication Arts
- Gold Effie
- Clios
- Art Director's Club Cube
- London International Awards
- Kinsale Sharks
- The AICP Show
- The AICP Most Next Award