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**David DiRienz** - *Group Creative Director / Copywriter*

## QUALIFICATIONS

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- Original thinker and strong storyteller with a passion for dynamic creative that disrupts, inspires and resonates deeply
- A portfolio of award-winning work that demonstrates vision, keen aesthetics, and the ability to elevate brands across platforms
- Successful track record of developing groundbreaking creative strategy and campaigns via culturally relevant, insight-driven ideas
- Advanced listening, verbal and written communication skills
- Experience leading, developing and inspiring a team of direct reports
- Proven adaptability in growing/changing environments, and the ability to manage both up and down
- Independent, entrepreneurial, passionate self-starter with a focus on delivery of excellence
- An in-depth understanding of pop culture, the cultural zeitgeist, and what makes content engaging
- A history of collaborating on ideation, brainstorming, and partnering with other members of a team

## EXPERIENCE

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8.21 to present

**StrawberryFrog** (NY) - *Freelance Group Creative Director (Copy)*

Accounts: LifeBridge Health, Truist Bank

6.13 - 7.21

**mcgarrybowen** (NY) - *Group Creative Director*

Accounts: United Airlines, Chevron, Maserati

- Supervised and contributed with a highly nimble group of a dozen diverse creative thinkers and content creators: writers, art directors, graphic designers, and producers.
- Repositioned United Airlines to be less cold and impersonal with the "Flyer-Friendly" campaign, credited by United CEO Oscar Munoz for "working too well and creating an image of an airline they weren't quite ready to deliver on."
- Created the "Taxi Top" outdoor mobile campaign for United Airlines which won mcgarrybowen NY its first and only Cannes Lions.
- Crafted, wrote, and supervised the development of "Big Metal Bird" for United Airlines, the successful and critically acclaimed video series established in 2015 and still being produced today.
- Originated the category-busting "DOERS" campaign for Chevron, the company's first digital-centric campaign, which quickly and successfully gained traction with energy-influencers and policymakers in Washington, D.C. and California, the campaign's goal.

8.94 - 2.13

**BBDO** (NY) - *SVP, Senior Creative Director*

Accounts: Armstrong, M&M's, AT&T / Cingular, Visa, AIG, Bank of America, Campbell's, Frito-Lay, Diet Pepsi, GE, Noven, KFC, Pizza Hut

- Ran creative for Armstrong Flooring (2002-2013) and AIG (2004-2006) while simultaneously making consistent, significant contributions to many of BBDO's other iconic, blue chip clients.
- For over a decade, solely wrote, art directed, and oversaw the production of *all* the creative work for Armstrong Flooring including the *It Only Looks Like the Real Thing* and *The Most Realistic Floors on Earth* campaigns, which were both celebrated by every major award show.
- While overseeing and creating all the work for AIG, the account was the most profitable at the New York office of BBDO.
- Penned and produced 3 Super Bowl commercials (M&M's, Cingular).
- Promoted every step from Copywriter through to SVP, Sr. Creative Director.

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## EDUCATION

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**Cornell University**, *Bachelor of Science in Communication, Concentration in Creative Writing*

## AWARDS

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Cannes, One Show, Communication Arts, Kelly, ADDY, ADC, London International, Effie, NY Festivals, Print, AdWeek, AdAge

## SKILLS

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Analytical Thinking, Art Direction, Brand Development, Concept Development, Copywriting, Creative Direction, Creative Strategy, Creative Writing, Decision-Making, Digital Marketing, Experiential Advertising, Group Management, Integrated Campaigns, Integrated Marketing, Interpersonal Communication, Leadership, Marketing Strategy, Out-of-Home Advertising, Photography, Project Management, Print Advertising, Problem Solving, Radio Advertising, Relationship Building, Relationship Marketing, Sarcasm, Storytelling, Strategic Development, Television Advertising, Teamwork, Time Management, Video Editing

## REFERENCES

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**Gordon Bowen**, *Chairman of dentsumcgarrybowen, Chief Creative Officer, dentsu international*

**Susan Credle**, *Global Chair & Global Chief Creative Officer at FCB*

**David Lubars**, *Chief Creative Officer, BBDO Worldwide and Chairman of BBDO North America*

## PORTFOLIO

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<https://www.daviddirienz.com>

## CONTACT

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