|  |  |  |
| --- | --- | --- |
|  | Matt Bogen  Los Angeles, California • mattbogen@gmail.com • 310.717.1367 • mattdbogen.com |  |

# Creative Director

**Integrated Copywriter** • **Creative Director •Team Leader • Full-time/Freelance**

|  |  |
| --- | --- |
| ***Professional Summary:***   * Senior-level integrated writer and creative director who helps build great brands through powerful, effective work. Well-versed in all media and platforms. * Expertise in branding as well as tactical and retail advertising. Experienced with large, national clients and smaller clients with limited budgets. * Track record of creating and overseeing effective, award-winning advertising. * Well regarded as a leader in terms of managing and supervising creative teams and helping build and improve agency morale. * Exceptionally comfortable with clients, including presenting in front of large groups at dealer shows, franchisee events, sales meetings, etc. | ***Areas of Expertise:***   * Creative Ideation & Strategy * Branding * Digital Advertising * New Product Launches * Sharable Content * Campaign Management * New Business * Brand Engagement * Creative Platform Development * Client Relations * Experiential |

**Career Achievements**

* Co-created one of the top 100 campaigns of all time: Joe Isuzu. Campaign gathered national attention and free media for an automotive brand that had previously been a second-tier also ran.
* Helped develop a dealer campaign for Volkswagen that not only contributed to the best sales months ever for certain vehicles, but was also remarkably efficient in terms of cost and turnaround time.
* Generated a ton of free media for Hardee’s with the “Biscuit Hole” spot. A spot that was voted funniest of the year by TBS.
* Helped America West Airlines achieve record sales. Managed a labor-intensive account and built a team that was able to keep up with the fast-paced turnaround of the airline business and respond immediately to client requests.
* Creative Director on successful launches for the Toyota Sequoia, 4-Runner and Sienna. Sienna launch exceeded client’s internal sales goals and won an Effie for effectiveness.
* Led Procter and Gamble’s PUR Water Filters to an Effie award for effectiveness.
* Created a LifeProof campaign that helped win the OtterBox business, as they stayed with the agency after
* purchasing LifeProof.
* Created an online game for Red Bull Fitness that led to some of their best engagement metrics ever.
* Won a Bronze Pencil at The One Show for a Greenpeace ad.

**Professional Experience**

**Creative Director, Scorpion (December 2019- The present)**

**Key Contributions:**

Helping one of the world's leading digital marketing  and design firms establish a department of brand strategy. Played a major role in developing a brand foundation and initial messaging for the company's flagship client. Helped the group exceed initial new business and revenue goals. Client base is focused on franchises, healthcare, and small to medium-sized businesses.

**Creative Consultant, Canoo (August 2019-October 2019)**

Assisted the CMO with the crafting of a Brand Foundational Document for a subscription electric vehicle. Document included vision and mission statements, as well as guidelines for brand voice, copy, and values.

**Creative Director, Deutsch LA** **(October 2016-May 2019)**

Volkswagen, 7-Eleven, Heinz, Zillow, Atlantic Records

***Key Contributions:***

•Worked on four major vehicle launches for VW, as well as the introduction of The People First Warranty. Often managed a dozen projects at a time.

F**reelance Copywriter and Creative Director** **(November 2014-September 2016)**

CLIENTS: Nike, Nationstar/Mr. Cooper, Currency Capital, Winnick and Co., Aetna, Nestle, Covered California, Blue Cross, Wilson Golf

**Associate Creative Director, Kastner and Partners (February 2009-October 2014)**

Red Bull, Adidas Golf, Zevia, MBT Shoes, Qualcomm, Technospot Solar, MBT Shoes, Simon G.

***Key Contributions:***

• Helped the agency win the Adidas Golf business. Writer on the launch of Red Bull Total Zero, and the Red Bull Best Ad Contest, as well as the launches of Clima Apparel and the Gripmore golf shoe.

**Associate Creative Director, Mendelsohn Zien (May 2007-January 2009)**

***Key Contributions:***

• Launched the Orangecicle Shake and The Bourbon Burger for Carl’s Jr. Created a breakfast campaign that helped Carl’s gain traction in that sales category.

**Freelance Copywriter and Creative Director (January 2005-April 2007)**

Various agencies and clients.

**Creative Director, Saatchi & Saatchi Los Angeles (July 1999-January 2005)**

***Key Contributions:***

•Creative Director and writer for Toyota’s truck, minivan, SUV and motor sports efforts, as well as Procter and Gamble’s PUR Water Filters.

**Associate Creative Director, Team One Advertising May 1995-June 1999**

***Key Contributions:***

• Managed America West, La Costa, and Air New Zealand. Senior writer on all accounts.

**OTHER CLIENT EXPERIENCE:**

Wells Fargo, Mitsubishi, Nike, Honda Motorcycles, The Auto Club, The DCCC, MoveOn.Org, Panera Bread, The Hartford, DIRECTV, Doubletree Hotels, Disney, CyberHomes, Fox Sports, Kia, Universal Studios, Bacardi, Wilson, Metropolitan Water District of Southern California, Blue Cross Blue Shield, Nestle, Covered California, HealthCare.gov, Energy Upgrade California, Cal State Northridge, Aetna, Neustar, Currency Capital, Farmer John, Nissan, Magic Mountain, PSA, Sheraton, Nationstar, Sanwa Bank, Home Savings, Mitsubishi Electronics, California Department of Health Services, Canon, Center Theater Group, TBS, KCET Public Television

**Additional Experience**

**Associate Creative Director •** Larsen-Colby – Los Angeles, California

**Copywriter •** Keye/Donna/Pearlstein – Los Angeles, California

**Copywriter •** Chiat/Day – Los Angeles, California

**Copywriter •** Della Femina, Travisano andPartners– Los Angeles, California

**Copywriter •** Mendelsohn/Zien – Los Angeles, California

**Education & Qualifications**

**Bachelor of Arts in Communications** • English, UCLA - Los Angeles, California