

# MICHEL ROTHSCHILD

creative director

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## CREATIVE DIRECTOR FREELANCE

February 2013 - Present (USA)

Strategic Creative Director with experience in Multi-Cultural, Cross-Cultural & General Market advertising.

**CLIENTS: PUBLICIS, KBS+, MCKEE, WALLWORK & CO., CROWN IMPORTS, CORONA, MODELO, EIF ENTERTAINMENT INDUSTRY FOUNDATION, CP+B, GRUPO GALLEGOS, TROIKA DESIGN GROUP, TIME WARNER CABLE, HOME DEPOT, STAND UP TO CANCER, QUIT NOW & DISCOVERY CHANNEL.**

## SVP GROUP CREATIVE DIRECTOR MULTICULTURAL DRAFTFCB

April 2012 – March 2013 Greater Chicago Area

Lead Creative and one of three people responsible for the Multi-Cultural department at DraftFCB. I was also involved in the incorporation of a cross-cultural approach and POV to select work for key clients. Managed a group of 14 creatives.

**CLIENTS: KMART, SEAWORLD, OREO, STATE FARM, TACO BELL, KFC, JACK DANIEL'S, SHARPIE, DIGIORNO, JIMADOR TEQUILA & HERRERA TEQUILA.**

### WORK:

<http://cargocollective.com/michelrothschild/Kmart>  
<http://cargocollective.com/michelrothschild/Print>

## CREATIVE DIRECTOR FREELANCE

August 2011 – March 2012 U.S.A. (NY)

Multi-Cultural Advertising, New Business Pitches, Branding, Cross-Cultural campaigns and experiential creative for some of the top brands are just a few of my contributions as a freelance creative resource and sr. problem solver.

**CLIENTS: CONCEPT FARM\*, RAPP, THE OPRAH NETWORK, LOYAL KASPAR\*\* & REVOLUCIÓN.**

*\*Part of the team that helped Concept Farm win the Univision Deportes pitch*

*\*\*Part of the team that helped Loyal Kaspar win the FUSE rebrand pitch.*



## **CREATIVE DIRECTOR MTV Tr3s / Writer-Director MTV Networks**

August 2007 – October 2011 NY

Creative Director for MTV Tr3s from 2007 - 2010 and part of the Strategy Team for the channel which helped relaunch it. The result was increasing their viewership by double in the 1st two years and making it the top destination for bi-cultural teens in the U.S.

I also worked as a Writer and Director on key campaigns.

Managed a group of 10 professionals plus all outside creative and production resources.

From 2010-2011 I was part of MTV's On Air Promo Department which is responsible for all brand, music & show promos and commercials. From promoting the VMA's to helping raise awareness on Cyber Bullying the MTV On Air Promos Department provides strategic creative solutions in the form of fully produced TV campaigns.

### **WORK:**

<http://cargocollective.com/michelrothschild/MTV-TR3S>

<http://cargocollective.com/michelrothschild/MTV-TR3S-1>

<http://cargocollective.com/michelrothschild/Animation>

## **CREATIVE DIRECTOR FREELANCE CREATIVE**

November 2006 – August 2007 (USA)

Multi-Cultural Advertising, New Business Pitches, Branding, Cross-Cultural campaigns and experiential creative for some of the top brands are just a few of my contributions as a freelance creative resource and sr. problem solver.

**CLIENTS: MTV, REEL FX / RADIUM CREATIVE STUDIOS, CINCO MEDIA, DISNEY, DIESTE , JWT TEAM DETROIT &, TRACTOR BEAM.**

## **CREATIVE DIRECTOR MOROCH LATINO / INSPIRE**

June 2005– November 2006 Dallas, TX

Moroch & Partners is one of the nation's leading independent advertising agencies with over 150 million dollars in billings. With over 35 offices across the U.S. its roster of clients includes brands like McDonalds, Midas, Verizon, Walt Disney Pictures, Travel Channel, Citracal and Make a Wish Foundation.

I was co-creative director and helped grow the agency by 30% in personnel and was part of the New Business team that won the Verizon Wireless account making it the second largest account for the agency at the time. I was responsible for a department of 6 creatives.

**CLIENTS: MCDONALD'S, DFW AIRPORT, AL DIA, TIA ROSA, MIDAS, & VERIZON WIRELESS.**

### **WORK:**

<http://cargocollective.com/michelrothschild/McDonald-s>

<http://cargocollective.com/michelrothschild/McDonald-s-1>

<http://cargocollective.com/michelrothschild/Print>



## **ASSOCIATE CREATIVE DIRECTOR FREELANCE CREATIVE**

January 2005 – June 2005 (USA)

Multi-Cultural Advertising, New Business Pitches, Branding, Cross-Cultural campaigns and experiential creative for some of the top brands are just a few of my contributions as a freelance creative resource and sr. problem solver.

**CLIENTS: DIESTE & PARTNERS, TRACTOR BEAM, MDS ADVERTISING, MERCURY MAMBO, THE CREATIVE EXCHANGE, DEAF MULE & JWT TEAM DETROIT.**

## **ASSOCIATE CREATIVE DIRECTOR PUBLICIS**

May 2002 – December 2004 Dallas, TX

Publicis Dallas is one of three creative hubs for Publicis in the U.S. but not so long ago it also served as the U.S. Headquarters for the network. The Dallas office has created award-winning work for the likes of BMW, Curves, Buitoni, Denny's, Champion, Frito Lay, Power Bars, Nationwide Insurance, Chivas Regal and Sarah Lee.

Here was the beginning of my journey into cross cultural market.. A lot of our campaigns were crafted with a cross cultural strategy and creative so it would be able to run in more than one market. A clear success for us was when Pennzoil chose one of our campaigns to run in the U.S., Mexico, French and English Canadian Markets. Managed a junior team and freelance resources.

**CLIENTS: NATIONWIDE INSURANCE, PENNZOIL, QUAKER STATE, CHIVAS REGAL OZARKA WATER, ARROWHEAD, ZEPHER HILLS & NEW BUSINESS.**

**WORK:**

<http://cargocollective.com/michelrothschild/Pennzoil>  
<http://cargocollective.com/michelrothschild/Print>

## **SR ART DIRECTOR SLINGSHOT**

November 2000 – May 2002 Dallas, TX

Slingshot bolsters in its wall of accolades a placement in Adage's Top 100 interactive agencies in the U.S. as well as placing in Adage's 30 Best Places to Work.

Here I was lead creative on Buchanan's Scotch Whisky and Dallas Mavericks Hispanic accounts as well as working on the agency's General Market accounts.

**CLIENTS: BUCHANAN'S SCOTCH WHISKY, M METRIC, LOGANS ROADHOUSE, CRACKER BARREL, FORT WORTH CLASSIC GUITAR SOCIETY & DALLAS MUSEUM OF ART.**

**WORK:**

<http://cargocollective.com/michelrothschild/Fort-Worth-Cassic-Guitar-Society>  
<http://cargocollective.com/michelrothschild/Print>



## **SR ART DIRECTOR BERRY BROWN ADVERTISING / GRUPO 4**

February 2000 – November 2000 Dallas, TX

Berry Brown Advertising was one of the leading independent agencies in Texas. It was opened for a little over 23 years in which its reputation for packaged goods expertise was proven by helping establish regional and national accounts in both GM and Multicultural markets. Some of the brands we helped establish were

Quaker Oats, Aunt Jemima, Gatorade, Daisy Cream, Wolf Brand Chili and Jimmy Dean.

**CLIENTS: AUNT JEMIMA, CAP'N CRUNCH, BUCHANAN'S SCOTCH WHISKY, GATORADE & NEW BUSINESS.**

## **ART DIRECTOR THE MARKETING CONTINUUM / FFWD**

May 1999 – February 2000 Dallas, TX

Before being bought by Hawkeye Communications and renamed FFWD, The Marketing Continuum was number 15 in the top 100 promo agencies in the U.S. And here is where my career in the U.S. Hispanic market started as I was recruited from Mexico to work on the promotional account of Tecate, Dos Equis and Sol beers in the U.S.

With different rules and laws across the whole country, Beer Promotion, is one of the most challenging assignments to tackle in the world of promo if you ask me.

**CLIENTS: SNAPPLE, NOKIA, DOS EQUIS, SOL, BOHEMIA, LABATT USA, SPEESZONE & HOLLYWOOD CASINOS**

## **AWARDS AND RECOGNITIONS**

I have been lucky enough to have some of my work recognized by some of the industry's most prestigious organizations like:

THE EMMYS.  
THE ONE SHOW  
CREATIVITY  
THE TELLYS  
THE O'TOOLE AWARDS  
SHOW CASE AWARDS  
PROMAX  
THE ADDYS.

WORK FEATURED ON ADWEEK SPOT OF THE MONTH, ADAGE AND LÜRZER'S ARCHIVE.



## EDUCATION & LANGUAGES

UNIVERSIDAD ANAHUAC DEL SUR, MEXICO CITY, MEXICO  
BACHELORS DEGREE IN GRAPHIC DESIGN

SPANISH - NATIVE  
SPOKEN AND WRITTEN 100%

ENGLISH - FLUENT  
SPOKEN AND WRITTEN 100%  
(UNIVERSITY OF CAMBRIDGE AND OXFORD LEGACY CERTIFICATIONS)

## ONLINE PRESENCE

Here are some of the places in the web where you can get to know me a little better as a person and a creative professional. From rants to recipes to pictures and other passions. They will give you a little glimpse into the rest of my life and also give you an idea on how I approach my work.

### BLOGS

<http://michelrothschild.tumblr.com/>  
<http://citytattoos.tumblr.com/>

### TWITTER

<https://twitter.com/michelrothschild>

### LINKEDIN

<http://www.linkedin.com/in/michelrothschild>

### INSTAGRAM

<http://instagram.com/michelrothschild#>

### FOURSQUARE

<https://foursquare.com/michelrothschild>

### FLIKR

<http://www.flickr.com/photos/michelrothschild/>

### FACEBOOK

<https://www.facebook.com/michel.rothschild>