

MICHAEL LANDER

Creative Director

917-568-6073 michael-lander.com

- EXPERIENCE**
- TIERNEY:** SVP, CREATIVE DIRECTOR 2016
Responsible for expanding New York office. In first month on the job, I won a fashion account to develop an e-commerce site, social media and traditional work. Helped grow existing clients from PA office.
- ICROSSING:** CREATIVE DIRECTOR 2014-2016
Managed PNC Bank account to develop traditional, digital and social channels. Created a proprietary social media approval process for the agency to rapidly react to world events.
- BBDO:** CREATIVE LEAD/ASSOC. CREATIVE DIRECTOR 2011-2014
Created the 2012 Visa Olympics Games sponsorship project for BBDO/Atmo. Our idea led to us acquiring most of Visa's US and global digital work and facilitated the return of the traditional Visa business to the agency. Managed digital business and NFL sponsorship.
- BIG FUEL:** CREATIVE LEAD/ASSOC. CREATIVE DIRECTOR 2011
Developed social media projects for Cadillac, including racing videos, apps, events and posts.
- EURO/HAVAS:** ASSOC. CREATIVE DIRECTOR 2009 - 2011
Developed and managed digital projects. Created an app for Oppenheimer for the then new iPad, a first for the agency.
- Y&R WCJ:** NEW YORK & PARIS, COPYWRITER 2001-2004
Won several awards for an IBM B2B global campaign I created. Worked half a year in the Paris office on IBM developing work that was translated into three languages.
- FREELANCE** 2000 - 2017
TBWA Chiat/Day, McCann, Razorfish, Ogilvy, KB&P, Mirrorball, FCB, Momentum

- CLIENTS**
- AIRLINES:** ONEWORLD ALLIANCE, PORTER AIRLINES
APPAREL: NIKE, TIMBERLAND, REEBOK, NAUTICA, STEVE MADDEN, WRANGLER, KOHL'S, FOOT LOCKER, DR. SCHOLL'S
AUTOMOTIVE: CADILLAC, GMC, BUICK, RALLYE MOTORS, TOYOTA, CASTROL, BULLRUN
EVENT MARKETING: DOS EQUIS, HORNITOS, DEALTIME.COM
FINANCIAL: VISA, AMERICAN EXPRESS, OPPENHEIMER FUNDS, CITIBANK, PNC, DISCOVER
FOOD & BEVERAGE: DOS EQUIS, GORDON BIERSCHE BREW PUB, SAM ADAMS, SMITH & WOLLENSKI
PUBLICATIONS: NEXTBOOK.ORG, MODERN MATURITY, LONDON FINANCIAL TIMES, DEPARTURES
TECHNOLOGY: HP, IBM, NEC, SAMSUNG, INTEL
TELECOM: T-MOBILE, VERIZON, NEXTEL, AT&T

- AWARDS** ADDY, CANNES, WEBBY, ICON AWARDS, COMMUNICATOR AWARDS, IAC AWARDS, EFFIE (FINALIST)

- EDUCATION** **PORTFOLIO CENTER**
WASHINGTON STATE UNIVERSITY