

BILL ROGERS
INTEGRATED CREATIVE DIRECTOR
WRITER / VOICEOVER



BE.NET/BILLROGERS
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EXPERIENCE

- 2013 – Now Integrated Creative Director (Freelance)**
DDB • Razorfish • Tom, Dick & Harry Creative Co.
VML • Y&R • Zimmerman • Schafer Condon Carter
Mahalo Digital • Golin • Fathom Communications
- 2013 – Now Instructor Chicago Portfolio School**
Advertising • Concept Basics • Headline Writing
Copywriting • Print Campaigns • TV & Video
Integrated Campaigns • Storytelling
- 2012 – 2013 Group Creative Director Havas Worldwide Chicago**
Reynolds Wrap • Hefty • Michelob Ultra • Citibank
Beam Spirits
- 2010 – 2012 Creative Director Element 79 Chicago**
Harris Bank • La Quinta Inns & Suites • Children's
Memorial Hospital
- 2007 – 2010 Creative Director Marc USA Chicago**
Culver's • True Value • Rite Aid Pharmacy • Block 37,
General Growth Properties • Shops at 900 N. Michigan
- 1998 – 2007 Copywriter --> Associate Creative Director
Cramer Krasselt Chicago**
Corona Extra • LaSalle Bank • Ben Hogan Golf
Hyatt Hotels • CareerBuilder • Moen Faucets
Mongoose Bikes

EDUCATION

- Portfolio Center Atlanta**
Copywriting
- Marquette University Milwaukee**
Bachelor of Arts / English & Psychology

AWARDS

- One Show • Communication Arts • Chicago Show
Effies • OBIEs