



Jeff Bratteson - Executive Creative Director

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portfolio: www.jeffbratteson.com, password: creative

Current Employment

- **2014-Current TBWA\WorldHealth (formally LLNS)—Executive Creative Director, New York**

I am currently one of the primary creative leads at the agency and part of the executive board. I was recruited to spearhead the agency's turnaround and was instrumental in rebuilding the creative department, identifying improvements in other departments, including reestablishing a project management group. With my guidance the agency went from losing 60% of its staff in the previous year to 10%. The agency grew from 40 to 70 employees and from billings of \$15mm to \$20mm. Revenue increases were achieved through organic client growth, new business wins and staff restructuring. Recently I have been deeply involved in adapting and facilitating TBWA's strategy process called DISRUPTION.

Past Employment

- **2010-2014 Ogilvy Healthworld—Digital Creative Director, New York**

Digital creative lead for top tier brands such as Pfizer, Novartis and Johnson & Johnson. I was also the digital creative lead for WPP's Team Chemistry. This involves leading the creative vision across multiple agencies. Additionally, within the first six months I led teams to capture two new business wins (approximately \$6mm in annual billings)

- **2007-2010 Leap Design—Owner/Creative Director, New Jersey**

I owned an agency-partnering, creative shop, for consumer and pharmaceutical brands.

- **2006-2007 Ogilvy & Mather—Creative Consultant, New York**

Lead interactive creative on the development of Prisiq, a Pfizer brand.

- **2005-2006 Simstar—Creative Director/Consultant, New Jersey**

Recruited to oversee and improve the creative for all accounts and to lead the creative vision for non-pharmaceutical accounts. Responsibilities included pitching new business, hiring staff, leading the creative direction and launching the New York office.

- **2003-2005 Ogilvy & Mather—Senior Art Director/Consultant, New York**

Worked at Ogilvy & Mather as a consultant overseeing all direct mail, interactive, and DR TV creative development for IBM and Advair, a GlaxoSmithKline brand.

- **2002-2003 Tribal DDB—Senior Art Director/Consultant, New York**

Created cutting edge online marketing for ING and NY Lottery

- **2000-2002 Hill Holliday—VP/Group Creative Director, New York**

Recruited by Hill Holliday to initiate the company's interactive division. Developed and supervised all creative for interactive, print advertising and direct mail. Met first year goal of \$1.2 million in revenue. Managed the creative team and lead the design direction to win Merrill Lynch, a \$1.7 million account. This brought the division well beyond projections of \$2.2million for year two.

- **1998-2000 Ogilvy Interactive—Associate Creative Director, New York**

- **1994-1998 Anderson & Lembke—Sr. Art Director, New York**

- **1992-1994 Freelance**—Seventrees Creative-Art Director, Comart-Art Director, MGA-Art Director, Ogilvy & Mather-Graphic Designer, Ziff / Davis-Graphic Designer

- **1987-1992 Siebel / Mohr—Graphic Designer, New York**



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Client Experience

Mars Corporation, Novartis, Pfizer, Astrazenica, Merck, Genentech, GlaxoSmithKline, Medicines 360, MasterCard, IBM, AT&T Wireless, DHL Express, Ford, Lotus, American Express, ING, Starwood, Merrill Lynch, PricewaterhouseCoopers, Verizon Wireless, Priceline.com, New York Lottery, Minolta, LG Electronics, Ingersoll-Rand, Motorola, Lot Polish Airlines, BMW, Dow Chemical, Elizabeth Arden, Mobil, Nabisco, SAP software, Seagram's and Sears.

Awards

- MM&M Silver Award- Acuvue, Teen Dance Party
- Web Marketing Association- Acuvue, Teen Dance Party
- DTC Gold—GlaxoSmithKline, Advair Direct Marketing Campaign
- Addy Award—Rich Media Banner—Verizon Wireless
- Addy Award—Rich Media Banner—PricewaterhouseCoopers
- Adtech Award—IBM e-business Interstitial
- Cannes Lions—Banner Ad—IBM e-business “flip”
- Cannes Lions—Banner Ad—IBM e-business “twist”
- The One Show—Web Site Design—Agfa Graphic Division

Experience

Management experience includes overseeing creative deliverables, organizing projects, creating time lines, and hiring creative teams to meet project demands. Developed concepts, art direction and design for print, interactive and TV advertising. Interactive experience includes, web site design, advertising banners, interstitials, rich media campaigns, webcasts and e-commerce sites. Print experience includes advertising campaigns, DM, point of sale, brochures, package design, trade show displays and billboards.

Technical Skills

Expert knowledge of Photoshop, Illustrator, InDesign, 3D modeling, and rendering. I am also at home leading commercial photo shoots. Thorough understanding of interactive technology and how to harness its power in marketing.

Education

School of Visual Arts- BFA Advertising Design-graduated 1992
Studied graphic design, layouts, concepting, photography and typography.

Special Interests

I have creative interests in music composition (I had scored music for Dunkin Dounuts, Scion, Nissan and more) and photography and photoshop masterpieces. When outdoors I like to mountain biking, rock climb, kayak, and enjoy my most extreme sport, keeping up with my 5 year old son, Joseph and 7 year old daughter, Sophia.