

# CHRIS RIBEIRO

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## CREATIVE DIRECTOR

An award-winning leader who excels in creating innovative campaigns that transform a clients' message/brand into visually compelling and engaging ads. Prepares and presents compelling pitches to win new business with industry-leading clients across a range of industries. Astutely mentors and develops creative personnel, coaching them in working with clients to deliver on all expectations. Experience include managing ad development from gathering requirements from the client to managing talent and technical staff in producing quality end products.

### AREAS OF EXPERTISE

**CREATIVE STRATEGY – INTEGRATED MARKETING CAMPAIGNS – ADVERTISING – COPYWRITING – COMMUNICATIONS – BRANDING  
DIGITAL/SOCIAL MEDIA MARKETING – PRODUCT MARKETING – PROJECT MANAGEMENT – PRESENTATIONS – ADOBE – MS OFFICE**

### SELECT CAREER HIGHLIGHTS

- Led team in developing award-winning holiday commercials/campaigns for Apple to drive sales by communicating to consumers a new perspective on the benefits of technology.
- Developed an ad campaign for Real California Cheese that transformed a local commodity to a product that now sells nationwide and internationally; case study is now taught at Columbia Business School.
- Designed ads to market Nissan's portfolio to drivers of individual brands, including creating a Superbowl for the Nissan Sentra and campaigns that promoted the Nissan Titan to Ford and Chevy truck buyers.
- Crafted the "Trust Me, I'm a Doctor" Campaign for Dr. Pepper that communicated the results of taste tests to consumers in an engaging and compelling way; sales increased 3% in a market that was down 5%.
- Provided creative direction for the development of ads and campaigns that have been recognized with Cannes Lion, Clio, One Show Pencil, and Emmy awards.

### PARTIAL CLIENT LIST

APPLE	TACO BELL	DR. PEPPER	HP
NISSAN	ROUND TABLE PIZZA	BURGER KING	DIRECTV
TWITTER	REAL CALIFORNIA CHEESE	VOLKSWAGEN	OLD NAVY

### PROFESSIONAL OVERVIEW

#### CONTRACT CREATIVE DIRECTOR – FREELANCE CLIENTS

2017-PRESENT

*Provided creative direction and campaign work for freelance clients in the greater Los Angeles area.*

- Developed commercials for the DNC in 2018 to advance "get out the vote" campaign efforts.
- Prepared communications for HP and Adobe plus pitch materials for Slack and Target at Giant Spoon.
- Developed and prepared communications and pitch materials for Pinterest at Tool of North America.
- Created communications content for Stubhub at 72 and Sunny; developed communications material for Intel, Intuit, and 23andMe at Chiat\Day LA.

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*PROFESSIONAL OVERVIEW CONTINUED...***GROUP CREATIVE DIRECTOR – TBWA/MEDIA ARTS LAB**

2010-2013; 2015-2017

*Managed projects dedicated to the Apple account, overseeing teams that varied in size from 6 to 20 members depending on the complexity of the assignment. Created campaigns for the public and internal use.*

- Developed inspirational material for internal use at Apple’s annual meetings to communicate company vision and purpose to veteran and new employees amid leadership changes at the highest level.
- Headed team in creating campaigns to launch new products such as the iWatch, iMac, and iPhone 6.
- Provided creative direction for the design and development of multiple holiday campaigns for the brand.
- Created commercials to launch Apple’s voice-control with Siri to consumers, working with famous conversationalists to convey Siri’s capability to understand and respond to the user.

**CREATIVE DIRECTOR – TBWA/CHIAT DAY**

2014-2015

*Assigned to a different division of the company to work mainly on Nissan projects as well as the Twitter account. Directed all aspects of campaigns and ads, overseeing up to 20 creative and technical personnel.*

- Highlighted the cultural phenomenon Twitter became through timely content that demonstrated its use, benefits as a communications medium, and responsiveness to changing user expectations and demand.
- Developed commercials for Nissan’s partnership with ESPN to market their “Heisman House” project as well as the Heisman Foundation, a philanthropic organization for college athletes and students.

**GROUP CREATIVE DIRECTOR/EVP – DEUTSCH**

2007-2010

*Pitched ideas and concepts to potential clients to win new business while overseeing creative and production staff.*

- Managed four to five teams in developing digital, print, and broadcast campaigns for clients such as DirecTV, Real California Cheese, Old Navy, Volkswagen, Dr. Pepper/Snapple, and Burger King.
- Won business at a high conversation rate, securing 12 out of 13 proposals made.

**CREATIVE DIRECTOR – WONG, DOODY, CRANDALL, WIENER**

2005-2007

*Prepared and presented pitches to potential clients while providing creative direction for existing client projects.*

- Managed 20+ graphic artists, copywriters, designers, and studio producers in developing print, digital, and broadcast content for clients such as Alaska Airlines, Round Table Pizza, UCLA, and AutoDesk software.

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**EDUCATION & CREDENTIALS****BS, Journalism/Economics – UNIVERSITY OF OREGON**