

Mick O'Brien

Creative Director

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An award-winning Copywriter and Creative Director experienced in all media, with deep expertise in interactive. Has worked in the US and abroad helping some of the world's largest companies and most well-known brands redefine the way they communicate with customers.

Areas of expertise include: Integrated Campaigns, Online Advertising, Rich Media, Web Site Design, Social Media, CRM, Video Production for the Web, Web-Based Promotions.

EXPERIENCE

Digitas, Boston February 2003 - present
SVP, Group Creative Director

Creative Highlights: Helped clients move from simple banners and "brochure-ware" sites to immersive, brand-building experiences. Combine storytelling with technology, always keeping the consumer at the center. Served as Copywriter or Creative Director on work that won at Cannes, One Show, CA Interactive, MIXX, London International Advertising Awards, Hatch, and AdTech.

Clients: Tide, Crest, Oral-B, Olay, Tampax, Always, Sara Lee, Jimmy Dean, Ball Park Franks, The Home Depot, FedEx, Saab, GM Corporate, Delta Airlines, Jazz Musician's Emergency Fund.

Leadership Highlights: Inspire a group of over 30 Creative Directors, Copywriters, Art Directors and User Experience Designers to do their best work ever, many of whom won their first creative awards under my leadership.

Work with and lead cross-functional international teams with other Publicis Groupe agencies (Saatchi, Leo Burnett, Publicis, Arc) in the US and Europe to create integrated national and global campaigns.

Active in recruiting and hiring new talent and developing the next generation of creative leaders.

Frequently called upon by corporate communications to speak with journalists. Guest lecturer at Brandeis University.

Author of the blog, Attention Shoppers! (www.attentionshoppers.wordpress.com), dedicated to exploring how CPG and retail companies are using the internet to reach consumers in new, more powerful ways.

Business Highlights: Creative lead on successful new business pitches including Sara Lee, P&G Roster Agency, Oral-B Global (in conjunction with Publicis), Tide, Always/Tampax, Crest, Olay, Miller Brewing.

Helped grow the Consumer Package Goods portfolio from \$4 million in revenue to over \$20 million in less than two years, making it the agency's second largest account.

Allen & Gerritsen, Boston January 1994-February 2003

VP, Co-Creative Director and Partner (1997-2003)

Associate Creative Director (1995-1997)

Senior Copywriter (1994)

Creative Highlights: Was instrumental in turning the creative product at A&G into a selling point from both a new business and recruiting perspective. Took a list of B-to-B and technology clients and created advertising that moved both target audiences and industry peers. Helped the work evolve from print-based to all channels, including TV, Radio, Outdoor, Online and Direct. Lead agency to recognition in major award shows.

Clients: Home Goods (a TJX company), State Street, 99 Restaurant, Sybase, MFS Investments, Inc.com, Waters Corporation, Jazz Musician's Emergency Fund.

Leadership Highlights: Helped an eight-person shop become the fastest-growing, largest independent ad agency in New England. Started as the agency's only Copywriter. Three years later was named Creative Director and given equity in the agency.

Worked to instill a fun, open culture that fostered risk-taking and a commitment to creative excellence. Responsible for recruiting, hiring and developing a team that grew to 20 creative professionals. Developed job requirements and evaluation criteria.

Business Highlights: Involved in every significant new business pitch. Responsible for all creative personnel decisions. Instrumental in driving revenue from under \$2 million to \$12 million, and staff from 8 to 110.

Boston/New York 1988-1993

Freelancer and various stints as Senior Copywriter at agencies including: Mullen, Della Femina McNamee (now part of Arnold), Cabot (now part of Arnold) and Clarke Goward.

GGK International, Paris 1984-1988

Copywriter

Principal Copywriter on the IBM account. Print, TV and collateral executions for Europe and the Middle East.

Havas Conseil, Paris 1983-1984

Copywriter

Worked on Air France and Chanel. Wrote in English and French.

AWARDS

Cannes (multiple finalists and Lions, including Gold), CA Advertising Annual, CA Interactive, One Show, Clios, Kelly Finalist, AdWeek Creative All-Star, London International Advertising Awards, Art Directors Club, Effies, Ad:Tech, MIXX, Archive, Adobe Site of the Day.

EDUCATION

Saint John's University, Minnesota BA, English