

BRIAN CLEARY

Portfolio: www.krop.com/largeidea

Creative Director, Content

bri_cleary@yahoo.com | 617-913-0328

Interactive | Print | Television | Radio | Promotions | Identity | DM | Collateral | Untraditional
Award-winning Creative Director/Copywriter with a uniquely broad range of style and knowhow—all from experience

RELATED WORK

- 5/07 – Pres. **SELF, Los Angeles / San Francisco – Creative Director / Sr. Copywriter:** Provide creative direction and/or concepts, content, naming, voice creation, brand guides and consulting for Fortune 500/1000 clients, including: Chase, Intel, Time Warner Cable, Spectrum, CBS Interactive, Sonos, Kingston, Corning, NatGeo Channel, Hilton, FedEx, Disney, Amex Publishing, Clear, ServiceMaster, Kaiser Permanente, more
- 1/15 – 3/17 **TANK, San Francisco - Creative Director, Content:** Created an in-house content department and helped build the SF office. Oversight and creative direction of content agency-wide. Co-created a voice for the Tank brand and content for Tank website. Created identity and voice for a variety of brands. Initiated conceptual direction and content for various clients: Reebok, Draper, Deloitte, Facebook, Clear, Athena Health, FedEx, Timberland, NYC Alliance, WikiFoods, ServiceMaster, Tumi, OMSignal, more
- 11/06 - 5/07 **KOVEL FULLER, Culver City, CA – Sr. Copywriter:** Initiated concepts/wrote copy for TV, Radio, Print, Interactive, Environmental. Clients: Yokohama, Time Warner Cable, Pacific Life, NRPI, Greenlight, more
- 2/05 - 5/06 **CAMPBELL MITHUN, Irvine, CA – Sr. Copywriter:** Concepts and copy for radio, print, interactive, outdoor, trade show events, direct mail and more. Clients: Verizon Wireless.
- 1/02 - 6/04 **HILL, HOLLIDAY, Boston, MA – Sr. Copywriter:** Sole copywriter for HH's Interactive arm. Partnered with CD to initiate concepts, develop content. Clients: Fleet Bank, LoJack, Thermo, Dunkin Donuts, Tyco, more
- 2/00 - 5/01 **AGENCY.COM, Boston, MA – Information Architect / Sr. Copywriter:** Developed IA and content for all projects. Senior writer for Boston office. Clients: Olive Garden, SmithKline Beecham, Bosch Tools, more
- 2/99 - 2/00 **DIGITAS, Boston, MA – Freelance Sr. Copywriter:** Information Architecture and all content for Dell.com (Consumer and Business sites), Created advertising for Dell. Clients: Dell, GMC/Pontiac, Aetna, more
- 8/97 - 2/99 **HILL, HOLLIDAY, Boston, MA – Copywriter:** Clients: Digital, Budget, Fidelity, Nortel, Wang Global, more
- 2/97 - 5/97 **STUMPWORLD Brighton, MA – Contract Jr. Copywriter:** Client: Sony Records / Aerosmith

AWARDS / ACCOLADES

Thermo Electron - Virtual Lab

- Merit - One Show Interactive
- Best of Show - AIGA BONE Show

Yokohama TV Spot – “Revolutionary”

- “Top 5 Best” - AdForum.com, 12/2007

LoJack - CD-ROM

- Best Consumer Campaign - Ad Tech Awards

Darden Restaurants - Olivegarden.com

- Grand Award Winner - Astrid Awards
- Bronze Winner - Omni Awards
- Finalist - AIM/Unica Personalization Excellence Awards

SmithKline Beecham - Allunasleep.com

- Best Pharmaceuticals Web Site - WebAwards
- Creative Excellence - International Website Awards
- Finalist: Online Brand Building - Revolution Awards

EDUCATION

- 9/92 - 1/95 **Boston University, Boston, MA - BA English, Philosophy minor**
- 1/91 - 5/92 **Emerson College, Boston, MA - Mass Communications concentration (transferred to B.U.)**
- 2/96 - 3/99 **Ad Club of Greater Boston, Boston, MA - 3 courses: “Creative Concepts in Advertising”**

ACTIVITIES

- 8/95 - 10/95 **Hill, Holliday - Intern: Broadcast Production, Boston, MA**
- 5/95 – 2/05 **WZBC - DJ / Producer, Newton, MA. Production/broadcast of weekly radio program and all promotions.**

References: Available upon request. See also: <http://www.linkedin.com/in/bcleary> :: “Recommendations”