



# Will Rushford

Art & Creative Direction

## AWARDS

**BMA ACE Award** Avis "It's Your Space" TV Campaign • **BMA ACE Award** Fifth Third Bank "The Curious Bank" Radio Campaign • **BtoB Magazine Best Online Creative** OIC • **FCS Silver Award** "Options Education Program", web video single • **FCS Best ROI Campaign** Options Industry Council, integrated campaign • **FCS Silver Portfolio Award** Jefferies Investment Bank, multimedia campaign • **FCS Bronze Portfolio Award** Jefferies Investment Bank, print campaign • **FCS Bronze Portfolio Award** Guardian Insurance, recruitment campaign • **FCS Best Integrated Campaign** Jefferies Investment Bank • **Caples Award** "VOLVO Adventures", Consumer Direct Mail Retention • **Echo Award** "VOLVO Adventures", DM Response • **ADDY Citation of Excellence** West Group, sales promo/packaging "Expertise" CD-ROM

## EDUCATION

**Fashion Institute of Technology** Advertising Design, summa cum laude • **MVCC** Advertising & Graphic Design Program • **Munson Williams Proctor Institute** Fine Arts • **SVA** Continuing Education

## Contact Info

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**I create solutions. Solutions that bring data to life. Solutions that get people talking. Solutions that help drive business forward. Along the way, I've solved some tricky problems for smart people in the telecom, automotive, healthcare, financial and insurance categories.**

## SENIOR ART DIRECTOR RAPP NY | 2015 – Present

Creative for print, digital and email on data driven DR and CRM campaigns.

- Rolled out a pilot program for **TWC/Roku**, beating acquisition projections by **over 60%**.
- Launched a new CRM initiative for **AFI**, creating support materials for agents at the local level.
- Developed a new approach and redesigned look for **American Dreams** magazine.

*Time Warner Cable, Spectrum, American Family Insurance.*

## ASSOCIATE CREATIVE DIRECTOR Leo Burnett NY | 2003 – 2014

- Directed creative on TV, print, digital, social, OOH, DR for existing and potential clients.
- Managed studio, developers and vendors producing high quality creative assets.
- Mentored and oversaw junior creatives – providing leadership and direction.
- Led creative presentations both internally and externally.
- Implemented systems ensuring creative was on target and delivered on client expectations.

Developed an integrated multi-channel campaign for **Avis** as well as global brand standards for their loyalty program, DM, website and product iconography.

Created the "**Options Education Program**" for **OIC**, reinvigorating student participation, increasing seminar attendance by **56%** and facebook engagement by **over 1,000%**.

Conceptualized a unique B2B campaign for **Fifth Third Bank** targeting business owners including digital, print, radio and collateral.

Launched **J&J's BioPatch** product by developing a full complement of print, DM, sales and trade booth creative targeting physicians and hospital administrators.

*Avis Budget Group, Options Industry Council, Fifth Third Bank, SunTrust, JP Morgan, Jefferies, GE, J&J, Phillips, Shriners Hospitals for Children, Blackberry, Guardian, Capital One and Manpower.*

## ASSOCIATE CREATIVE DIRECTOR Vane and Friends | 1999 – 2003

Strategic and creative development and art direction for print, direct mail and collateral materials at this boutique direct marketing agency.

Developed branding and design for **AccentHealth's Healthy Living** panels, guides, DM and sales materials for their doctors office waiting room network.

*MasterCard International, AccentHealth, CTI Group, United States Postal Service, First USA Bank (BankOne), Columbia House and BJ's Wholesale Club.*

## SENIOR ART DIRECTOR Cohn & Wells Partners (EURO) | 1995 – 1999

Responsible for strategic, conceptual and creative development on a variety of direct mail and marketing materials for this primarily focused direct marketing agency.

- Extensive financial experience in credit card acquisition, retention and affinity programs.
- Created a modular **Volvo** retailer kit with versionable, branded, off-the-shelf promo materials.
- Specializing in relationship marketing, partnerships, brand building and re-branding.

*Volvo, MCI WorldCom, BellSouth, AMEX, Citibank, First USA Bank (BankOne), Ernst & Young, Searle, Columbia House, Sam's Club, Cisco Systems, Primavera Software.*

## DESIGN DIRECTOR Thomson Reuters (West Group) | 1989 – 1995

- Led a team of in-house designers and art directors.
- Managed workflow, scheduling and budgets for all creative projects.
- Collaborated with high level executives to ensure strategically aligned marketing materials.
- Oversaw outsourcing of creative services and production with outside vendors.