

**JIM DYER**

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**PROFESSIONAL SUMMARY**

Advertising Creative Director specializing in copy/concept with extensive experience developing and producing messaging ideas for television, print, radio, CD-ROM, and the Internet. Reel includes award winning work for some of the most prestigious packaged goods, financial services, automotive, fast food and beverage companies. Strengths:

- Idea generation
- Business understanding
- Motivating creative people
- Executional expertise
- TV, radio, and print production
- Sharpening strategies
- Account leadership
- Project management
- Productive client relationships

**PROFESSIONAL EXPERIENCE**

**LUNAR CONSULTING, Chicago, IL**

**2001-Present**

Self-employed as a brand and strategy consultant and freelance advertising creative. Projects include theme line/branding consultation for W.W. Grainger. Campaign, collateral, and website architecture and design for various clients including Motorola, Inc. Schawk, cars.com, United Airlines, EGS, etc.. More on request.

**LEO BURNETT U.S.A., Chicago, IL**

**1980-2001**

*Vice President, Creative Director, 1993-2001*

Managed groups ranging from six to fourteen writers and art directors creating TV, print, radio, and internet advertising. A sampling of major clients includes:

**Allstate Insurance Company** - - 7 years

Responsible for day-to-day advertising and generation of award winning new campaigns on \$60 million account including extensive Client contact, presentations, and production supervision.

**Oldsmobile Automotive Division** - - 3 years

Managed award winning direct mail campaigns, Internet and dealer programs on \$25 million portion of account including project design, presentation, and execution. Introduced the Aurora car.

**Miller Brewing** - - 3 years

Directed and created national and local television campaigns for \$20 million portion of Miller Lite Beer account including agency liaison with local distributors and national client.

**Allegra Allergy Medicine**

Created first national television campaign at Leo Burnett.

**Philip Morris**

Led direct mail, CD-ROM and premium catalog projects for Marlboro, Merit, Basic, and ACCORD.

**Arthur Andersen**

Managed the creation of client's first global campaign, which positioned Arthur Andersen as a unified business consulting and accounting practice.

**Associate Creative Director,** 1980-1993

Created ideas and managed people and projects budgeting at \$10-20 million on the following accounts:

**McDonalds** - - 15 years

Created new product introductions, Super Bowl television, major corporate campaigns, and print.

**United Airlines** - - 10 years

Award winning national TV, print, and radio. Created campaign introducing United's Pacific routes.

**Heinz Ketchup**

Helped present, sell and produce award winning national television.

***Procter & Gamble***

Created Era Plus laundry detergent campaign, "Writes Off Stains" which ran 15 years. Supervised creation of new campaigns for Metamucil laxative and Lava Hand Soap.

***First Brands***

Wrote Clio award winning new campaign for Glad trash bags.

***Nestle***

Created work for Nescafe, Nestea, Nestlé's Crunch candy bar.

**DDB (formerly DDB Needham), Chicago, IL**

**1976-1980**

**Creative Supervisor**

Generated ideas, wrote copy and produced advertising on the following accounts:

***Kraft Foods***

Won Clio award for Parkay Margarine commercial. Wrote on fruit spreads and new products.

***General Mills***

Designed campaigns for frostings and cake mixes.

***Annheuser Busch***

Created "Head for the Mountains" campaign theme, which landed the Busch Beer account. Wrote and produced TV advertising for Busch Beer.

***McDonald's***

Wrote and produced advertising for Adult, Kids, Promotions, and New Products.

**FOOTE, CONE, AND BELDING, Chicago, IL**

**1974-1976**

**Copywriter**

***S.C. Johnson***

Wrote TV and print for Raid Bug Killer, and various household products.

***Armour/Dial***

Created national television advertising for Dial Soap

***Pizza Hut***

Participated on the team that that won the business.

**FREELANCE WRITER  
1974**

**1971-**

Started own business writing brochures, ads, album covers, and sales presentations for clients ranging from recording studios to Catholic religious orders.

**UNITED STATES PEACE CORPS, *Gambia, West Africa***

**1969-1971**

**Volunteer**

Taught high school woodwork, English, and Math. Cleared, leveled, and irrigated 25 acres of Chinese style paddy rice on the banks of the Gambia River. Adapted quickly to a new country, culture and language. Learned to live without electricity, running water, and "I Love Lucy".

**EDUCATION AND TRAINING**

B.A. English Literature Loras College, Dubuque, Iowa

In-service Leo Burnett courses including Emerging Media Seminars, Planning and Briefing Workshops, and four Camp Leos -- Leo Burnett professional retreats, consisting of week long reviews by invited director level management of all advertising product, participation in professional development seminars, and formulation of strategies regarding continuing improvement of product quality.