

Professional profile

I'm a creative director/art director with more than 20 years experience working at traditional and blended agencies in both Chicago and Dallas, and I have extensive experience in creating appealing and effective work for a wide variety of blue-chip accounts. I'm comfortable with both clients and co-workers and really enjoy supervising projects while guiding the solutions of others. At the same time, I've never lost the thrill of creating the great work that got me interested in this business in the first place. I'm very strong strategically while remaining committed to the details of campaign execution and production. From television commercials to coupons, I've done them and I've taught others to do them better than I have.

Experience



Groom Githens Creative

DALLAS

2013 - TODAY

Principal, Creative Director

Interface Systems, Cheddar's Scratch Kitchen, Mitchell & McCue, TracyLocke

Reunited with creative partner Brad Groom, mixing agency engagements and working directly with clients on both traditional and digital efforts.



TracyLocke

DALLAS

2011 - 2013

Creative Director

T-Mobile, TXU Energy, Cargill Foods, 2013 Patriot Cup /The Wounded Warrior Project

- creative supervision over the T-Mobile account as it grew billings from \$5M to \$50M+ and added more than 50 people over two years
- promoted The Patriot Cup lacrosse event to a 15% increase in their donations to support The Wounded Warrior Project.

Supervised teams in a group of 12+ writers and art directors in creating all retail, promotional and digital materials for T-Mobile including their national retail accounts at Walmart, Best Buy and Costco. Created retail broadcast work for TXU and oversaw the creative, promotion and event presentation of The 2013 Patriot Cup.



Laszlo Rain

SAN ANTONIO

2006 - 2011

Executive Creative Director

Good Shepherd Medical Center, Trinity Mother Frances Hospital, CPS Energy

- founded and directed a creative department for a film production and editorial company
- expanded billings more than 35% with addition of new medical and energy clients

Grew relationships with our existing production clients and expanded the company capabilities to include creative development and consulting. Acquired and retained new clients over multiple years and ongoing assignments. Created website videos for CPS Energy that anchored their Green Energy conservation initiative.



Publicis USA

DALLAS

2003 - 2006

Creative Director

Cellular One, The Bombay Company, Nestlé (Buitoni), GlaxoSmithKline, Similac, Pediasure

- created two national campaigns to raise Cellular One brand profile and increase subscriber base by 10%.
- rebranded The Bombay Company with a new look and a national image and introduced Bombay Kids as a new furniture and lifestyle retail concept

Supervised creative teams on all accounts while also creating the return to broadcast campaign for Similac infant formula. Directed memorable print and television work for Buitoni that launched Nestlé into refrigerated pastas and sauces.

Groom Githens Creative

DALLAS

2000 - 2003

Principal, Creative Director



Perot Systems, Vignette, Minute Maid, Coors Brewing, Heineken, Dave and Busters, TGIFridays, University Health Systems, DirecTV, Whattaburger, Flexjet

- formed with writer and creative partner Brad Groom

Engaged with ad agencies and our own clients to produce an wider range of work from direct mail and digital promotions to traditional branding campaigns. Our experience working with clients during our agency tenure allowed us to thrive in the post - 9/11 marketing world once the dotcom bubble burst.

The Focus Agency

DALLAS

1996 - 2000

Executive Creative Director, Sr. V.P.



GTE, Qwest Communications, Shell Energy, Shell Chemicals, Balmoral Cigars, Simplexity.com, SBC Communications

Building on a successful telecom history, we introduced Qwest Communications with an award-winning tv campaign that was written up in the WSJ. We launched Shell into the residential energy market and earned new business from their chemicals division. Witty print for Balmoral gave a brand voice to a premium cigar.

DDB

DALLAS

1993 - 1996

Creative Director



American Airlines, Budget Rent A Car, Promus Hotel Group, Interstate Batteries Ruby Tuesday Restaurants, Mrs. Baird's Bread

Directed a group of 12 writers and art directors. For Budget, we created a brand campaign in more than 20 countries as the official rental car of the '94 World Cup. We produced work for American Airlines international markets and raised Interstate Batteries national profile with integrated campaigns after their Daytona 500 win.

Cramer Krasselt

CHICAGO

1990 - 1993

Senior Art Director



Skil Power Tools, Rustoleum Paints, Southwest Airlines, Super 8 Motels, Toblerone Chocolate, Citicorp, Reading Energy, Daisy Air Guns, Lincoln Park Zoo

Introduced modular battery consumer tools for Skil and opened new markets for Southwest Airlines' rapid growth from regional to national carrier. Grew occupancy more than 15% with the first national campaigns for Super 8 Motels and dramatically increased Lincoln Park Zoo donations with our "Ark in the Park" campaign.

The Leo Burnett Company

CHICAGO

1985 - 1990

Senior Art Director



Allstate Insurance, Harris Bank, Phillip Morris, McDonalds, Kraft Foods, United Way

The transition from artist to art director brought a collection of firsts: my first newspaper ad, first photo shoot, first TV production. Our private banking print work for Harris Bank was both unconventional and successful and I still consider it among my favorites. A great agency experience at a Chicago landmark.

Hallmark Cards

KANSAS CITY

1983 - 1985

Illustrator



Greeting Card Design and Humor Group

My dream job coming out of art school. What could be better than free art supplies and only having to work eight hours a day? I learned techniques from the talented artists of the largest art department in the world and illustrated more than 120 greeting cards and other products.