

RICK MIDLER

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CREATIVE DIRECTOR

Award-winning leader with solid reputation for partnering with sales teams and motivating creatives in developing advertising campaigns that stimulate lead generation, customer acquisition, and sales volume for local, regional, and national businesses in all industries.

Expertise includes:

- **Creative Strategy**
- **Branding & Identity**
- **Copywriting**
- **Business Development**
- **Talent Development**
- **Brainstorming**
- **Music Supervision**
- **Public Speaking**
- **Visual Thinking**
- **Graphic Design**
- **Video Direction**
- **Integrated, Outdoor & Digital**

PROFESSIONAL EXPERIENCE

SPECTRUM REACH, New York, NY

2012 - 2023

Creative Director

Led creative strategy group of Kernel, Spectrum Reach in-house creative agency in planning, development, and production of video, digital creative, and brand campaigns for select advertising clients. Worked with Chief Marketing Officer and Chief Operating Officer on recruitment, hiring, and launch of Kernel, tied to \$150M in core revenue, serving clients across 41 states.

- Reimagined workflow for localized video campaigns at scale, reaching nearly 30M broadband, TV, streaming, and digital households with 1st party subscriber data.
- Orchestrated creative department process, mentoring and aligning team goals while maintaining high standard of effective, quality brand campaigns.
- Ensured Kernel alignment with Spectrum Reach key objectives and goals, partnering with cross-functional leaders in brand marketing, creative services, field marketing, field research, sales, sales support, operations, product development and inclusion / diversity.
- Met directly with Spectrum Reach clients and new business prospects, generating tactics driving new business, growing existing business, and reducing churn.
- Collaborated with data, research, and insights to inform national marketing strategies, and collected local insights to inform hyper-targeted campaigns, monitoring brand trends to reach audiences in environment that keeps changing with time due to customer needs.
- Implemented best practices while leveraging cutting-edge tools and work flow processes.
- Reviewed and communicated progress of all assigned projects and met planned deadlines.
- Wrote copy, art directed and directed commercials, and designed digital and out-of-home (OOH) materials and creative pitch decks.
- Provided strategic and creative leadership for 100+ clients across web, mobile, linear, OOH, print / radio, data visualization, and social media platforms.
- Headed important recent initiatives.
 - Nissan USA: Diversity and Inclusion Campaign (customizable by market)
 - Arrowhead Transit
 - Cantilever Distillery and Hotel
 - iForward Online Learning
 - Bemidji State University
 - Federal Credit Unions
 - Internal Branding / Product Launches, Spectrum Reach

SELF-EMPLOYED, New York, NY

2007 - 2012

Creative Director / Creative Consultant

Worked with multiple partners for wide-range of clients, including McGarry Bowen: Verizon, Time Warner Cable, Bozell, Ogilvy, DeVito / Verdi, Y&R, MRM / McCann: Bristol-Myers Squibb, The Halo Group: Mt. Airy Hotel + Casino, St. George's University, Liebherr, Alcone: Heineken, Dos Equis, HBO: Treme, True Blood, and Slingshot: Joe's Crab Shack.

ADDITIONAL EXPERIENCE**BBDO**, New York, NY**Senior Vice President (SVP)**, Creative Director

Managed team of 20+ art directors and copywriters and collaborated with account executives on 10+ accounts. Ensured delivery of quality creative for highly-recognized and successful national brands, including AIG, AT&T Wireless (Cingular), Dell, HBO, M&M's, New York Stock Exchange (NYSE), Pizza Hut, Skittles, Snickers, US Navy, Autism Speaks, Bank of America, Campbell's, Chrysler, Doritos, FedEx, Gillette, Lay's Potato Chips, Milky Way, Oral-B, and Diet Pepsi.

- Played important role with new business development team, racking up impressive success rate and big win with Cingular Wireless for \$300M.
- Wrote and art directed campaign transitioning Cingular into AT&T with significantly low churn.
- Won first Emmy Award for BBDO with HBO's "Running George."

EDUCATION**Bachelor of Science (B.S.)**, University of Delaware, Newark, DE**TECHNICAL SKILLS**

Adobe Creative Suite, Microsoft 365

AWARDS

Emmy, National Academy of Television Arts & Sciences

Clio

One Show

Effies

Andy Awards, Advertising Club of NY

London International Awards

Telly Awards