

David Claus

www.davidclaus.com

Chicago, IL 60605 | 312-485-1875
www.linkedin.com/in/david-claus-4397753/
dvdclaus05@gmail.com

PROFILE

Highly accomplished Creative Director and Brand Story Teller with an extensive track record of delivering the creative thought leadership to take brand messaging to new levels of performance for companies across all business sectors. Excel at optimizing the performance of Creative teams developing powerful campaigns for clients ranging from mid-size businesses up to Fortune 50 corporations. Brand visionary with the proven adaptability to remain in step with and ahead of emerging consumer and industry trends. Equipped with exceptional writing skills to deliver award-winning content that engages and galvanizes target audiences to become brand champions.

AREAS OF EXPERTISE

- Creative Direction/Copywriting
- Content Development & Management
- Cross-Functional Digital Teamwork
- Branding & Brand Messaging
- Marketing Campaign Development
- Social Media Marketing
- Team Building & Leadership
- Competitive Intelligence
- Consumer Engagement
- Project Management

EDUCATION

Vocational Masters in Copywriting

Miami Ad School @ Portfolio Center

Bachelor of Journalism in Advertising

University of Missouri - Columbia

PRIOR EXPERIENCE

Associate Creative Director - Fathom Communications

Creative Director - Bagby & Co.

Associate Creative Director - DDB

Senior Writer - FCB

Associate Creative Director - Leo Burnett

PROFESSIONAL EXPERIENCE

FREELANCE CONTENT CREATOR

2009 to 2011 & 2016 to Present

Independent Contractor, Chicago, IL

Leverage industry-leading content development skills to create strategic but human messaging for both B2B & B2C, for organizations, including The MX Group (B2B), Accenture Digital, Deloitte, UScellular, BeFoundOnline (website UX copy), International Trucks, The Mars Agency (Shopper Marketing), JPM Chase (Educational Design), the Chicago Police Dept (Recruitment), Web.com & Dentsu - Cracker Barrel (B2C CD Team Lead)

(2009-2011) Relied upon as a subject matter expert to simplify multiple technical/complex communication assignments while working with Draft FCB, VSA Partners, and Walton Isaacson.

Select Projects/Achievements

- Currently developing story-based strategic pitch decks for startups to attract Angel Investor interest with Presentation Partners.
- Successfully transitioned the Chicago Regional Council of Carpenters from focusing on analog/traditional communications to a digital/new media focus. As Director of Communications overseeing the overall advertising strategy for the organization.

CREATIVE DIRECTOR

2011 to 2016

McGarry Bowen, Chicago, IL

Acted as a driving force behind multiple new business wins from clients that included Olive Garden, Rust-Oleum, Marriott, Kraft Heinz, and Pfizer among others.

- Fully owned creative direction across all phases of campaign development from concept to final delivery, for multiple clients.

Select Projects/Achievements

- Created a new brand message for the launch and success of a new catering service that was critical to win a new business pitch for Olive Garden.
- Spearheaded the development of vibrant digital content that inspired a new generation to reconsider Kraft Heinz products and reinvigorate sales.
- Delivered a highly successful, multi-dimensional campaign (social media, PR, broadcast, etc.) for Rust-Oleum that forced the company to build another factory to keep up with sales.

PRIOR PROJECT HIGHLIGHTS WITH DDB & LEO BURNETT:

***(DDB)** Delivered a print ad for Anheuser-Busch that August Busch III said was the "Best print ad I've seen in years for any of my products".*

***(DDB)** Landed a new account via the creation/production of 20 print ads and eight television commercials on a \$100K+ budget for Land's End.*

❖ The overall campaign also won **Best of Adweek** honors.

***(LEO BURNETT)** Key member of Creative teams that architected/executed MPA Kelly Award-winning campaigns for Dewar's and Altoids.*

***(LEO BURNETT)** Played an instrumental role in the development of a major campaign for Reebok, with Best of Adweek noting "They've outdone Nike".*