

Michael K.Wright
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Professional Summary

Independent Creative (Various N.Y Advertising agencies)
2010 - Present

Modernista, Boston, MA
2008-2009 - Creative Director

The Martin Agency, Richmond, VA
1998-2007 - Senior Art Director

Conceived advertising in all media for the following clients: Palm, Timberland, Cruzan Rum, ESPN XGames, Ping Golf, Miller Brewing Company, UPS, NAA and NASCAR, TIAA-CREF, Project (RED) to name a few. Primary goals were to create cultural awareness, increase brand value, increase sales, and stock value.

Accomplishments

- Pitched and won Bloomberg for JWT NY with an integrated campaign winning over \$25 million in new revenue for the agency.
- Co--Creative directed a multimedia campaign for Palm's latest product innovation, "The Palm Pre", raising brand awareness and brand interaction at all touch points.
- Repositioned the X-games brand and executed in various media including print, out of home, and online advertising increasing web traffic significantly.
- Part of a new business team that developed an integrated campaign for Cruzan rum winning over \$5 million in new revenue for the agency.
- Art directed and creative directed a newspaper campaign for the NAA broadening the appeal of the brand and increasing newspaper sales significantly.
- Art directed the re-positioning of the Olympus Camera brand, from advertising media to product packaging, increasing sales of the Stylus 400 digital camera significantly.
- Directed television a commercial for NASCAR saving the client in production cost.
- Designed paint scheme for UPS NASCAR racecar featured in All-Star race that was then sold as a model for a new source of revenue.

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- Directed numerous photographers for an ongoing award winning international campaign reinvigorating the Timberland brand.
- Developed and supervised the creation of a series of online games for Cruzan ultimately increasing and retaining web traffic significantly.
- Started an internal discussion series with creative and strategic departments facilitating an ongoing internal discussion between departments improving team relationships.
- Guest lecturer and award show judge representing the Martin Agency at local and national industry related events.
- Participating in the student mentor program at the VCU Brandcenter for the past five years.

Education

Virginia Commonwealth University (VCU Ad Center)
M.S. in Mass Communications

Old Dominion University
B.F.A in Graphic Design

Industry Recognition

- Communication Arts
- The New York Art Directors Club
- The One Show
- The One Show
- Communication Arts
- The One Show
- Cannes
- National Athena Award
- D&AD award (student)