

# MICHAEL RIVERA

Executive Creative Director

312.933.0412 / yosoyrivera@gmail.com

**ABOUT ME:** I am a multi-platform creative director experienced in leading both interactive and mainline agencies to growth, awards and creative innovation. My unique experience allows me to bridge the gap between brand strategy and engagement-driven digital strategy. I have directed the creative departments of three agencies with a strong belief in collaboration, mentorship and winning.

## AGENCY.COM

Executive Creative Director

10.07 – 03.09

Lead interactive agency creative in design, creative strategy, social media and user experience design. Clients: Hewlett-Packard, Dreamworks Animation, Energizer, Kohler/Sterling, Fisher-Price, AON, Jones Lang LaSalle, Ask.com, eBay

## MARC USA

Chief Creative Officer

04.00 – 10.07

Creative leader of integrated and interactive campaigns and creative strategy in the Chicago office. Developed senior level client relationships, member of corporate leadership group, mentor to senior creative leaders within network. Leader in all new business efforts, winning nine pitches in final three years. Clients: True Value, Sennheiser Electronics, WMS Gaming, CNA Insurance, DoubleClick/Performics, General Growth Properties, Time Warner Center NYC

## JLA

Executive Creative Director

03.99 – 04.00

Revived a 25 year old agency to creative excellence and strong new business performance. Acquired by MARC USA after one year turnaround. Clients: Apartments.com, Shure Audio, National PTA, Ohio Casualty Group, Red Eye Newspaper, Honeywell, Urban Retail, The Chicago Tribune

## J. WALTER THOMPSON

Creative Director

04.91 – 03.99

Creative lead and writer for national campaigns and business development. Traveled extensively as creative troubleshooter for JWT offices in North America. Clients: Oscar Mayer, Miller Brewing, Kraft, Nortel, Fox Family Channel, Bandai Digital, Bristol Myers, Ford Citibank Card, Sherwin-Williams

## AWARDS & RECOGNITION

Webby, Effie, London International Advertising Awards, Golden Marble, Addy, Lurzer's Archive, One Show Creative Showcase

## EDUCATION

University of Wisconsin – Madison, B.A. Journalism and Public Relations