

JEFF LEAF

Creative Director | Art Director

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PROFILE Presently working as the Executive Creative Director / Group Creative Lead for a portfolio of more than 70 accounts including Unilever, Hive, Blackrock/iShares, Showtime and more. Responsibilities include managing a large creative team, client relationships and growing business both organically and through new business opportunities.

EXPERIENCE **PARTNER, GROUP CREATIVE LEAD** **Ogilvy USA** **2005-Present**

Since joining Ogilvy in 2005, I have worked across a number of different disciplines and brands. I'm a versatile creative—having worked in traditional advertising, digital, direct, social, mobile, PR and events. I have managed a diverse group of clients ranging from consumer facing brands like Showtime, Nestlé Waters, Unilever, Visit Britain Tourism, iShares and TD Ameritrade, to global B2B brands like DuPont, BlackRock, Siemens and more.

Nestlé Waters - Group Creative Director, North America
Manage brand, activation and digital work for international water brands including S.Pellegrino Sparkling Water, SanPellegrino Sparkling Fruit Beverages and Perrier.

DuPont - Group Creative Director, Global
Responsible for rebranding and repositioning of the master brand as well as creative oversight across all sub-brands like Kevlar, Tyvek and Nomex.

FINRA - Group Creative Director
Creative lead for integrated advertising and branding. Recently rebranded and relaunched the BrokerCheck tool with a National campaign that included a TV, print and digital plan.

BlackRock / iShares - Group Creative Director, Global
Global Creative lead for work in 3 markets including North America., Asia Pacific and Europe. Responsibilities included traditional brand communication as well as product-specific marketing strategies.

Siemens USA - Creative Director, North America
Led integrated ideation and execution across all media channels including: television, documentary films print, outdoor and digital. Managed work across various business units including the industry, energy and healthcare sectors. Helped guide the rebranding of the company's corporate guidelines.

TD Ameritrade - Associate Creative Director
Led creative development for all digital work for this high-volume, retail account. Projects included site development, product demos and digital display advertising. Promoted to Partner in 2006.

SENIOR ART DIRECTOR
TBWA\Chiat Day | TEQUILA\ New York, NY **2004-2005**
Clients included: Nextel/Sprint, Nivea, Absolut, Skittles, Bayer and American Century Investments. Assignments included banner advertising, rich media, websites, direct mail and email.

DIRECTOR OF NEW MEDIA | SENIOR ART DIRECTOR
Dogmatic Inc., New York, NY **2002-2004**
Clients included: Gateway Computers, Isabella Fiore, Keith Richards and Lucky Magazine.

VOLUNTEER **CO-PRESIDENT, PARENTS ASSOCIATION** **2016-2017**
West Side Montessori School, New York, NY

EDUCATION **ART CENTER COLLEGE OF DESIGN**
Pasadena, CA — BFA, 2000

BOSTON UNIVERSITY
Boston, MA — BS, 1997

AWARDS **Echos** - '14 SanPellegrino | **Effies** - '14 Siemens, '14 BlackRock, '08 Perrier | **Caples** - '12 Siemens **BMA Ace Awards** - '12 Siemens | **Ex Awards** - '11 Siemens | **FCS Portfolio Awards** - '08, '09 TD Ameritrade | **Addy Awards** - '07 TD Ameritrade | **New York Festivals Awards** - '07 TD Ameritrade | **Webby's** - '07 TD Ameritrade | **Be Underground Viral Film Festival** - '08 Perrier

REFERRALS Available upon request