

# JOSEPH POPA CREATIVE DIRECTOR



## WORK

### PLAN B | GROUP CREATIVE DIRECTOR | FEBRUARY 2013 - CURRENT

Leading agency creative for all clients and new business development. Working directly with partners on all business initiatives and agency branding. Building internal departmental structure and processes to best position agency for growth. Evaluate and mentor direct reports. Determine assignments, promotions, incentives applicable to creative managers. Responsible for attraction, recruitment and retention of top creative talent.

### SPONGE | VP, GROUP CREATIVE DIRECTOR | FEBRUARY 2010 - FEBRUARY 2013

Collaborated with founder and president as core leadership team member building the agency. Developed agency's strategic approach, creative philosophies and processes. Packaged the agency's story and credentials for business development opportunities, both organic and incremental. Worked with Account Services partner on all business initiatives. Key creative contact for clients, new business and internal branding. Lead direction on creative work for all existing clients and new business initiatives. Managed internal department and wide network of external resources to create integrated solutions across multiple channels and mediums – broadcast, digital and social.

### RIVET | SVP, EXECUTIVE CREATIVE DIRECTOR | MAY 2007 - JUNE 2009

Spearheaded overall creative leadership for boutique agency in DRAFTFCB network. Built optimum structure for development of the highest quality creative output. Monitored quality of agency creative providing direction and inspiration to creative management leaders. Evaluated and mentored direct reports. Determined assignments, promotions, incentives applicable to creative managers. Responsible for attraction, recruitment and retention of top creative talent.

Represented the agency as senior creative officer to clients, management and industry. Managed key administrative and financial aspects of the department, working with agency President, COO and Human Resources.

### DRAFTFCB | VP, CREATIVE DIRECTOR | MARCH 1998 - APRIL 2007

Led creative direction for multiple agency teams, ranging from three creatives to 23. Developed and executed strategic solutions focused on effective and efficient creative across all channels and mediums: broadcast, web, print, retail, direct response and promotions. Managed budgets and personnel allocations for teams. Fostered client relationships as primary agency creative contact.

### ILLINOIS INSTITUTE OF ART | INSTRUCTOR - TYPOGRAPHY | APRIL 2001 - JUNE 2003

Constructed and taught syllabus exploring the function and application of typography as an element of design and communication.

### PARAGRAPHS DESIGN | SENIOR DESIGNER | OCTOBER 1996 - MARCH 1998

Worked as principle designer on projects ranging from annual reports and corporate identity to print advertising. Collaborated with other creative teams and directed junior designers.

### MARKETING SOLUTIONS | DESIGN MANAGER | DECEMBER 1992 - OCTOBER 1996

Managed design department of twenty-person marketing communication firm. Client contact and principle designer on all projects.

## EDUCATION

### COLUMBUS COLLEGE OF ART & DESIGN | BFA 1990 | ADVERTISING/DESIGN

## AFFILIATIONS AND AWARDS

Davey Award 2013 & 2014

Echo 2008

Racie 2007

Tempo Award 2006 & 2005

Caples Best in Show 2005

IPG Organic Growth Initiative Award 2006 and 2007

The Children's Place Association Professional Partners

The Columbus College of Art & Design Alumni Association: Chicago Chapter Chair

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WEB: JOSEPHPOPA.COM EMAIL: JOEPOPA@ME.COM PHONE: 312.213.7672 3238 W. POTOMAC AVE. CHICAGO, IL



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