

DAVID COHEN

CREATIVE DIRECTOR | ART DIRECTOR | CONTENT CREATOR

Located Globally

Creative Director specializing in creating conceptual, integrated, and strategic ideas across all media — Traditional, Non-traditional, digital, social, and everything in-between. Let's get working.

david@thinking101.com
office

Experience

Freelance Creative Director

Thinking 101 Creative

Working with agencies here, there and everywhere including Grey, Arnold, Ogilvy, Edelman, McKinney, TBWA\Chiat\Day, Invisible North, Momentum, Lewis Communications, Victors & Spoils, Red Square Gaming, Zubi, Tierney, Zimmerman, MRY, Red Communication Group, Tattoo Projects, Markham Unlimited, Saatchi & Saatchi Wellness, Area 23, W20, Cult Health, Razorfish Health, TheBloc, TBWA\WorldHealth, Ogilvy Commonhealth, Ogilvy Healthworld, Harrison & Star, Digitas Health, DDB Health, and many, many more.

New York | Miami | LA | Chicago |
Everywhere
Apr 2012 - Present

Freelance Creative Director

Grey Worldwide

New York
Oct 2016 - Jun 2017

Creative Director, Agency Lead

Montvale
Jul 2011 - Apr 2012

Mercedes-Benz (Torque Creative)

Responsible for leading the conception and execution of multi-channel, integrated advertising campaigns while managing creative teams (over 40 plus freelancers, solid and dotted line) and daily creative output, and providing agency-wide thought leadership.

This involved re-launching Sprinter Commercial Vehicles for both Mercedes-Benz and Freightliner (Sales up 30.7% in first 6 months of 2012) and revitalizing MB's After Sales Department (Service, Parts & Accessories) and Mercedes-Benz Classic Center.

Led agency in winning first ever integrated national branding effort, (through Germany), for Mercedes-Benz's Service and After Sales Market (against outside agencies.)

Principal, Executive Creative Director

Hollywood
Feb 2003 - May 2008

Cohen & Company Creative Inc.

Was responsible for all creative and strategic direction. Agency was named one of South Florida's largest — Growing it from a little over \$20 million to \$40 million plus in a couple of years.

Brands:

Advantage Rent-A-Car

Champion-Lyte Sports Drink

Lennar Homes

Orange Bowl Committee

Sweet'N Low Flavored Syrup

And many, many more.

Not responsible for current website.

ACD/Art Director

Ft. Lauderdale
Jul 2002 - Feb 2003

Harris Drury Cohen (HDC)

Developed and managed creative

Brands:

Alabama Power

Reese's Peanut Butter Cups (Hershey International)

Florida Marlins

Greater Fort Lauderdale CVB

Sea-Doo Watercrafts

ACD/Art Director

San Francisco
Aug 1999 - Mar 2001

Kirshenbaum Bond & Partners

Developed and managed creative

Brands:

Blimpie Subs

cellmania.com

IHOP

PeopleSoft

Schmaltz Brewery

And many, many more

Introduced StarKist's Charlie the Tuna in an integrated media blitz for Blimpie Subs.

Art Director

New York
May 1997 - Aug 1998

Lowе and Partners/SMS

Developed creative

Brands:

Mercedes-Benz
Sony,
Smirnoff
Heineken/Amstel Light
Club Med
Denny's
Diet Coke
Eddie Bauer
KPMG
Major League Baseball
Oral B/Braun
Perdue Farms

Art Director

Boston
Jan 1996 - Jan 1997

Hill, Holliday

Developed creative

Brands:

AutoNation USA
BankBoston
Harvard Pilgrim
Labatt Brewing
Partners Healthcare
Sony
Spalding (Top-Flite Golf)
Wall Street Journal

Education

Pop Culture & Creative Branding

Miami Ad School

Miami

Jan 1994 - Dec 1995

BA in Communications (Journalism/Advertising)

University of Central Florida

Orlando

Dec 1992 - Dec 1993

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