

Thomas Schimoler

CREATIVE DIRECTOR

New York, NY

schimoler@mac.com

9177700751 mobile

I don't play well alone. In fact, I never have. There's simply much more energy and excitement when I'm surrounded by other like-minded (and no so like-minded) talent and personalities. That's where I thrive - right in the middle of that simmering pot with all the ingredients, stirring up engaging, thought provoking ideas - served up as remarkable memories for those sitting hungry at the table. I've lent my hand in many kitchens, honing my skills within many cultures, along with equally diverse partners along the way. My journey started as a senior art director in San Juan Puerto Rico for a JWT, a stint that lasted a year before jumping to McCann San Juan as an associate creative director, working on Exxon regional and LATAM business amongst all the other brands on the agency's roster. Two years later I'm transferred to McCann New York's International Team (a team of creative directors thrown together to work on Global Coca Cola, Gillette and Goodyear business) filming and leading creative teams in Latin America and Eastern Europe... yea, good move. Being a bit of a grease monkey, my next post brought me to Coyne Communications as executive creative director, managing brands like, BMW, Land Rover, Rolls Royce, Jaguar and Exxon Mobil on international and national campaigns. From here I took a turn to my roots and joined The Vidal Partnership (one of the most recognized multicultural agencies in the US)...bringing my ecd experience to Nissan, Heineken, Sprint, J&J as well as Kraft Foods.

Specialties (GM & LATAM):

Strategic Creative Focus

Integrated Communications

Development of Branded Content

New Business Development

Other core competencies: Film production. Post production.

Pre-press. Commercial Director.

Experience

VP, Director of Brand Engagement

Greater New York City Area
May 2016 - Present

Jude Connally Clothing

Direct all aspects of marketing for a women's apparel company. Oversee and manage all media spend and asset development for all consumer touch-points. Develop creative strategies and develop multi-channel campaigns to support sales goals supporting a brand that launches 10 new collections a year.

Creative Director

Boston, MA
Feb 2014 - Nov 2015

Cone Communications/Omnicom

Oversee all strategic creative output. Inspire. Deliver. Repeat.
Clients include;
Barbour, Ben & Jerry's, J&J, Keurig, Lindt, Purina, Sprint, Target,

Executive Creative Director

NY/NJ
Oct 2011 - Feb 2014

karyon

Developed total integrated marketing programs and content for City National Bank, Verizon Wireless, Jude Connally, EON, McCann and Willow. New Business development from external and internal clients.

VP, Executive Creative Director

New York, NY
Sep 2004 - Oct 2011

The Vidal Partnership

Developed total integrated marketing programs for US Hispanic Market. Clients;
Nissan North America, Diageo, NFL, The Home Depot, Sprint, Johnson & Johnson, Mastercard, Heineken
New Business development from external and internal clients.
Manage ATL, Digital, Direct and Promotional creative teams.
International & National Award recognition.

Executive Creative Director

Morristown, NJ
Sep 1996 - Sep 2004

Coyne Communications

Developed Total Integrated Marketing Programs for National/International markets. Clients include; BMW Group, Land Rover NA, Land Rover UK, Rolls-Royce, Intel, ExxonMobil, AT&T, Chubb Insurance, Omnipoint (T-Mobile), Minolta, Sony, VTech, XM Satellite Radio
National and International Award recognition

VP, Creative Director International Team

New York, NY
Mar 1990 - Sep 1996

McCann WorldGroup

Developed Global/International/National Print &TV Campaigns. Clients include; Coca-Cola, Gillette, General Motors, Goodyear, CCNR/Nestea, J&J/ Advance Care Products, AT&T, Parker & Waterman writing instruments, Unilever(Worldwide Creative Director on Vaseline Brand).
National and International Award recognition

Education

BS Communication Design

New York, NY

Pratt Institute

Awards

Awards/Honors

2016: Miami Addy Awards | Judge | Film, Print, Digital, OOH |
2015: Publicity Club of New England | Social Media
Campaign/Creative | Gold | Qdoba
2010: Advertising Age/AHAA Hispanic Awards | Direct Mail
Gold | NFL
2010: Kansas City DM Association | AMBIT Award Silver |
Sprint
2010: Kansas City DM Association | AMBIT Award Silver |
Sprint
2009: Kansas City DM Association | AMBIT Award Gold |
Sprint
2009: Kansas City DM Association | AMBIT Award Gold |
Sprint
2009: Miami Addy Awards | Judge | Film, Print, OOH |
2008: Kansas City DM Association | AMBIT Award Gold |
Sprint
2008: IAB | MIXX Awards | Silver | The Home Depot
2008: Ad Age/AHAA Hispanic Creative Awards | DM Gold |
Sprint
2007: Ad Age/AHAA Hispanic Creative Awards | Digital Bronze
| Sprint
2007: IAB | MIXX Awards | Gold | Century 21
2007: IAB | MIXX Awards | Bronze | Unilever - Caress
2007: Interactive Media Awards | Outstanding Achievement |
Wendy's
2007: 3rd Annual Hispanic Marketing Conference | Voz Latina |
Speaker
2007: Unilever | Excellence Awards | Best Integrated
Campaign | Caress
2006: Telly Awards | Commercial | Bronze | "Suburbs" | Nissan
2006: Davey Awards | Film | Gold | "Suburbs" | Nissan
2006: Ad Age/AHAA Hispanic Awards | Integrated | Silver |
DirecTV
2006: Ad Age/AHAA Hispanic Awards | Integrated | Bronze |
DirecTV
2006: Ad Age/AHAA Hispanic Awards | Multimedia | Bronze |
Wendy's
2006: IAB | MIXX Awards | Silver | The Home Depot
2006: IAB | MIXX Awards | Silver | Wendy's
2006: Web Marketing Association | Internet | Best Real Estate
Microsite | Century 21
2006: Web Marketing Association | Internet | Best Real Estate
Online Ad | Century 21
2005: Advertising Age/AHAA Hispanic Awards | Digital Gold |
Century 21
2002: IAAA | Direct Response | Silver | Range Rover | Land
Rover

2002: IAAA | SUV Catalogue | Bronze | Range Rover | Land Rover
2002: IAAA | Publication | Bronze | Land Rover Journal | Land Rover
2000: NJ Art Directors Club | Best in Show | Words of Discovery | Land Rover
2000: NJ Art Directors Club | Gold | Brochure | Words of Discovery | Land Rover
1999: IAAA | SUV Catalogue | Bronze | Land Rover Journal | Land Rover
1997: IAAA | SUV Catalogue | Merit | Land Rover Journal | Land Rover
1996: IAAA | Publications | Merit | Range Rover | Land Rover
1996: IAAA | POS Print | Merit | Range Rover | Land Rover
1996: IAAA | Trade Shows | Merit | Land Rover
1993: London International Awards | Corporate | Silver | McCann WorldGroup
1999: AAP | Cuspide Awards | TV | Silver | Coca-Cola
1999: AAP | Cuspide Awards | OOH | Silver | Bacardi
1998: AAP | Cuspide Awards | TV | Bronze | ExxonMobil
1983: The New York Society of Illustrators | "Jazz Portraits" | Student Award
1983: RSVP New York | Directory of Creative Talent Award | "Crash"
1982: Pratt Portfolio Scholarship | Pratt Institute
1982: NY Society of Illustrators | "Down and Out" | Lila Acheson Wallace Award

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