

JERRY FIELDS

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CHIEF CREATIVE OFFICER / WRITER / BRAND REINVENTIONIST

Nationally award-winning marketing writer and Creative Director: digital, direct, television, print. Compelling-ideas champion. Strategy as touchstone. Comprehensive rebranding experience. Known for superior results.

CORE KNOWLEDGE AND STRENGTHS

- understand what constitutes insightful, well-defined communications strategy
- recognize marketing materials that bring a strategy to life, down to specifics such as usability, design aesthetics, tone-of-voice
- capable of building creative teams and campaigns from scratch
- aptitude for seeing non-traditional marketing opportunities and creating non-traditional campaigns
- understand timelines required to conceive and execute across wide range of initiatives, budget time and resource accordingly
- results target is always set at best-in-class. If category is weak, then far surpassing best-in-class

EXPERIENCE

Chief Creative Officer
EXTERNAL IT 2010 - 2112

INDEPENDENT CONTRACTOR 1995 - 2010
Writer / Projects Creative Director

Agencies [abbreviated list]

Angoti, Thomas Hedge, NY / BBDO, Chicago, LA /DDB, NY / Hal Riney & Partners, San Fran / JWT, NY / McCann Erickson, NY, Frankfurt, Zurich / Ogilvy, NY, LA / Y&R, NY

Accounts [abbreviated list]

Apple, Bermuda, Changingthepresent.org, Crunch Fitness, Dr. Pepper, Duotone, Foster's Beer, Hershey's, Ibm, Intel, Ireland Tourism, Jaguar, Miller Lite, Perrier Jouet, Radio Oxi-Gen, Saab, Samsung, Schroeder's Soloman Smith Barney, Scotts, Sony, Sundari, Wolverine

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Writer, Associate Creative Director, Projects Creative Director ADVERTISING AGENCY POSITIONS 1977 - 1995

Agencies [abbreviated list]

Doner / Leo Burnett / Mckinney / Hal Riney & Partners / TBWA Chiat Day / McConnaughey Stein Schmidt Brown / Merkley + Partners

Accounts [abbreviated list]

benihana, blue cross/blue shield, chicago tribune, dep, foster farms, illinois film, illinois tourism, nissan, norwegian caribbean cruise lines, spacesaver, taylor made

TWO CASES

EXTERNAL IT

Issue: A cloud desktop outsourcing company with industry leading technology, in need of a communications strategy, internal branding, marketing plan and materials.

Solution: A comprehensive rebranding / repositioning. Personally conducted primary and secondary research, penned communications strategy, then handled all writing while teaming with and creative directing internal and external specialists on the following initiatives:

- logo, letterhead, business cards
- website navigation, content, design / product demo videos / directed client testimonial videos / produced music for testimonials
- Google ads / landing pages / SEM program
- white papers / brochures / convention displays / convention videos / pitch proposal
- an unconventional client retention and referral concept
- an innovative cloud-based files and folders management application
- phydigital campaigns
- a next level cloud desktop interface that goes beyond hosting
- new office design to aid in recruitment, closing sales, and internally defining the company purpose

Results: In just the first six months of rebrand launch the close rate among qualified leads increased 300% while the average new client was over 200% larger than existing clients.

The company gained a clear and clearly competitive brand personality, internally and externally, for the first time in its ten year history.

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SHEARMAN & STERLING

Issue: A premier global law firm that had a pronounced three-year decline in job offers accepted.

Solution: College recruitment website and brochure, US Track.

- conducted primary and secondary research
- wrote communications strategy
- developed concept
- worked with Shearman & Sterling designer / project manager through production

Results: One hundred and forty-five job offers accepted, up from 89 the previous year. Sherman & Sterling saved four million dollars, the first year alone, in no longer having to recruit attorneys from rival firms.

Their image among law students was dramatically enhanced. Plaudits followed from both Webby and Interactive Media Awards juries.

AWARDS

Addys, Andys, Communication Arts, Chicago Film Festival, Clios, Effies, Interactive Media Awards, One Show, Webby Awards

GUEST LECTURES

Michigan State University, North Carolina State University, School of Visual Arts

JURY MEMBER

Addy Awards: Portland, Phoenix, Cincinnati, Raleigh/Durham/Chapel Hill, Milwaukee, Philadelphia

EDUCATION

Michigan State University
Major: Advertising