greg needham

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Creative

I lead teams responsible for providing strategic vision, branding and creative direction, activating complete integrated campaigns across all mediums. As a CD, I helped oversee the growth of my last agency, the 12th largest in Austin, nearly tripling billings and staff since 2011.

I focus on the creative, but have strong copy writing skills. I am a skilled photographer and handle the main photography work for many of my clients. Leading a team and creating great work is my passion, not just a job description. With only a couple of exceptions, what you see in my portfolio are not show pieces, but integrated campaigns that were sold to the client and proven effective.

I've worked with clients on both coasts, including 3M, HBO, MTV, Stash Tea, The Florida Keys Tourism Development Council, the Waldorf Astoria and Hilton Resort Group, Texas Parks and Wildlife, Austin Film Festival, Key West Film Society, Florida Keys Aqueduct Authority, Choctaw Casino and Resorts, Industry Brewery, and multiple restaurant groups, from local to national chains.

I believe the qualities of a good creative director are pretty clear. Here's a short version of what I subscribe to and aim to achieve every day.

A good CD is the last line of defense. When no one else in the department knows where to go or how to crack a brief, the CD can step in and produce the work.

A good CD is well-versed in all crafts, knows the latest trends and understands the balance between concept and strategy, They are comfortable at a photoshoot or a film production and know their way around a recording studio. They have direct mail experience, print and web knowledge and know a thing or two about outdoor, PR and guerrilla marketing.

Good CDs will hire great creatives, always looking for someone more talented than they are.

A good CD will always continue to produce work every day and knows every creative brief intimately. The brief is the lifeblood of the campaign and should never be less than perfect.

A good CD steers the ship in the right direction, understands strategy, planning and can sell or present anything.

Finally, a good CD improves the work. Period.*

Thanks for taking the time to look around. — Greg

(*Hat tip to Felix at at thedenveregotist.com for his piece on what makes a good CD and allowing my short bastardization of a great piece of writing. https://www.thedenveregotist.com/editorial/the-rant-what-makes-a-good-creative-director-part-1-of-2/)

The History

Vice President of Creative, VP of Strategy

Watson Creative

Portland, Oregon
Nov 2015 - Present

Watson Creative is a design-driven business consulting firm based in Portland, Oregon. Matt Watson earned his stripes at Lippincott (NYC), with brands such as BMW, Citigroup and Chevron/Texaco, before investing over ten years at Nike. Today Watson Creative's portfolio includes top-tier firms, athletic organizations and cultural icons. Design is innovation, and innovation drives trust, growth and revenue.

Creative Director

MOSAK Advertising

Austin, Texas
Mar 2011 - Nov 2015

As a creative director over a team of art directors and designers, I was responsible for the development and execution of complete campaigns. I lead a group responsible for providing strategic vision and branding, creative direction and activating complete integrated campaigns across all mediums. As CD, I helped oversee the growth of our agency, the 12th largest in Austin, nearly tripling our billings and staff since 2011.

Creative Director/Principle

Needham Fatica Advertising

Key West, FL
Feb 2006 - Feb 2011

Partner and principle creative director for Florida Keys-based advertising agency. Specializing in graphic design, branding, comprehensive marketing plans and client management.

Creative Director

Design Key West

Key West, FL
Feb 1998 - Jul 2006

Small boutique design agency handling a wide variety of accounts, mostly in the tourism and hospitality industry.

Art Director

Solares Hill Design Group

Key West, FL
Jan 1997 - Jan 1998

Designer with Key West's most established design firm. Handled all aspects of projects, including client relations, concept creation and execution, production and print management.

Art Director

aquaCORPS Magazine

Key West, FL
Jan 1995 - Jan 1997

aquaCorps Magazine helped launch the technical diving revolution and was described by Wired magazine as "the Sea Geek's Bible."

Responsible for complete production of magazine, including working with photographers, writers, editorial staff, and production crew. Job included complete coordination of individual issue concept, design, layout, pre-press and press proofing.

Art Director

Network Graphics

Portland, OR
Jan 1994 - Jan 1995

Art Director for the Design/Marketing division of Network Graphics, Inc., a full-service commercial printer and design company.

(Self) Published Work

Low Frequency, High Amplitude

Slowing down the photography process.

Print More

A photography resolution for the coming year.

Midnight In The Tropics

A late-night photoshoot on the back roads of the Florida Keys.

London - Paris Honeymoon

A personal journey through Paris and London with my wife, using blog entries that we posted online as we made the trip

links

hard working designer weblog

My infrequently updated writings on design and advertising.

Accolades

2015 MAX Awards
Rough Hollow Lakeway
Best Overall Ad Campaign - Developer
Executive Creative Director: Ralph Yznaga,
Group Creative Director: Greg Needham

2014 MAX Awards
Rough Hollow Lakeway
Best Overall Ad Campaign - Developer
Executive Creative Director: Ralph Yznaga,
Group Creative Director: Greg Needham, Creative Director:
Lauren Clancy

2013 Austin Addy Bronze
Austin Animal Center TV Spot “Maddie’s Day Out”
Executive Creative Director: Ralph Yznaga, Group Creative
Director: Greg Needham, Creative Director: Lauren Clancy

2012 Lone Star Emmy Award Nominee
Austin Animal Center TV Spot “Maddie’s Day Out”
Executive Creative Director: Ralph Yznaga,
Group Creative Director: Greg Needham, Creative Director:
Lauren Clancy

2011 Rotary Club of Key West
Service Above Self Award
Advertising Campaign for Rotary Scholarship Fund
Creative Director: Greg Needham

2005 Key West Business Guild
Marketing Campaign of the Year
Kent Gallery
Creative Director: Greg Needham

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