Matt Bergeson

CREATIVE DIRECTOR / COPYWRITER

I'm interested in doing great work that produces results and builds brands.

Experience

Creative Director

FCB Chicago

Chicago
Sep 2015 - Jan 2018

While at FCB, I was the Creative Director on several pharmaceutical/healthcare accounts. Ranging from psoriasis, to HIV, to schizophrenia treatments. Now and then, I was able to help out on other accounts including packaged foods, insurance, and with the launch of a major beer brand.

Creative Director

Marc USA

Pittsburgh, PA
Jul 2012 - Jun 2015

During my time at Marc USA, I acted as the Creative Director for the Pennsylvania Lottery. We had a very broadcast production heavy schedule, averaging 12-15 television commercials a year.

Group Creative Director

Propaganda, Inc.

St. Louis, MO
Aug 2005 - Nov 2011

Versatility was the name of the game during my time at Propaganda, Inc. As a Group Creative Director, I worked on everything from personal care CPGs, to multiple quick-serve restaurants, to bullet-proof vests.

Associate Creative Director

Flowers & Partners

Dallas, TX
May 2001 - Jul 2005

Helping underdog brands compete against major brands was the mission of Flowers & Partners. We handled everything from massive irrigation technology for golf courses to a high fashion marketplace for buyers and sellers seeking the latest trends.

Copywriter

Freelance

Dallas, TX
Jun 1999 - Apr 2001

You name it, I probably worked on it.

Associate Creative Director

The Northway Group

Dallas, TX
Oct 1996 - Jun 1999

At The Northway Group, we worked on campaigns big and small for a wide variety of clients. From satellite television providers to automotive dealerships. We even handled a major league baseball and hockey team.

Copywriter

Gleason/Calise Assoc.

Dallas, TX
Nov 1993 - Aug 1996

My computer sounded like it was powered by a hamster running in a wheel, but it got the job done. This is where I learned the importance of strategy and how to think conceptually. One day we were coming up with ads for corndogs, the next we were selling multi-million dollar telecom tech.

Education

Telecommunications

Oral Roberts University

Tulsa, OK
Aug 1987 - May 1991

Awards

DSVC Silver Light Bulb :30 TV
DSVC Award of Excellence Radio Campaign
DSVC Gold Light Bulb Radio Campaign
DSVC Award of Excellence :60 Radio
DSVC Award of Excellence :60 Radio
Global International Finalist / Medical Print Ad
Direct Marketing Assoc. Echo Award / Campaign
Direct Marketing Assoc. Echo Award / Campaign
Direct Marketing Assoc. Echo Award / 3-D Mailer
Ad League / 60+ Addy Awards
Aster Awards / 6 Medical Industry Awards
Cancer Awareness Award

Contact

Matt Bergeson

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Clients

Client List (Abbreviated)

Michelob Ultra
Stellara
Invega Trinza
Symtuza
Pennsylvania Lottery
pepsi.com
mountaindew.com
footaction.com
raisingcanes.com
dialsoap.com
Motorola
EDS
Bennigan's
NHL Dallas Stars
FashionCenterDallas
American Airlines Cargo
Nations Bank
Hyatt Hotels
Johnson & Johnson

NOTE: This is just a small sample of my client history.