michael leon

CONCEPT & BRAND IMAGINEER

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Mike brings to the table a career that spans more than 25 years. Mike is an innovative creative professional who has been consistent in developing award-winning strategic solutions with a proven track record of quality results.

During his illustrious career, Mike has worked on a diverse and well-known list of accounts for such clients as Volkswagen, IBM, Exxon, Ford Trucks, P&G, Sprint, AutoZone, Bayer Chemical, Tennessee & Indiana Tourism and Midwest Express Airlines. His body of work has earned him a closetful of awards, including Addys' One Show Pencils, Tellys, Effies, inclusion into the Smithsonian Institution Advertising Archives and a National Emmy for Public Service Advertising.

Mike is an expert at assembling a creative team that can develop work that not only wins awards, but also surpasses client expectations at the same time.

New section

Career Summary

Creative Director offering over 25 years experience in effective design and management of multiple visual media strategies. A team leader with proven experience in managing multiple creative teams with interdependent goals. Over 10 years of online and interactive media experience, including Internet marketing and online business development. Manages large-scale web-based projects with integrated broadcast and print campaigns. Established ability to lead, foster and maintain a focused, productive and positive work environment.

Awards

Awards

A two-time National Emmy Winner with over sixty national and regional awards, including Andy‘s, ADDY’S, Art Directors Club, Print Casebook and Communication Arts. Top honors for One Show, Effie’s, Ad Concept Newspaper Award, Tellys, inclusion in the Smithsonian Institute’s Archive of Advertising.

Experience

Creative Director

San Ramon

AMF Media Group

Responsible for traditional and new media advertising for Jamba Juice, Blue Cross Blue Sheild, Alamedia Health System, Oakland Raiders, Muir Medical Group, Heffernan Insurance, BrightRoll, Talbott Teas and new business.

Executive Creative Director VP

Indianapolis

Hirons & Company

Indianapolis Zoo, Indianapolis Indians Baseball, InLiner Technologies, Jackson County Bank, Riddell Bank, Office of the Indiana Attorney General, Wabash Valley Power, Indiana Tourism, Indiana Secretary of State and new business.

Executive Creative Director

Washington DC

Merrick Towle Communications

AIMCO, Beazer Homes, Pepco Energy Services, Southland Industries and new business.
Oversaw an award winning creative department that has won numerous national awards including Addy Award, Pillars of the Industry Awards and MAME Awards.

Chief Creative Officer VP/Partner

Memphis

Chandler-Ehrlich

AutoZone, Tennessee Dept of Transportation, Farm Credit Services, Baptist Memorial Hospital, AutoBody America, Tennessee Dept of Tourism, Lane Home Furnishings, Church Health Center, Philip's Electronics and new business.
The winning of Memphis Grizzlies, Farm Credit Services, Supra Boats, and Lane Home Furnishings new business effots resulted in a 30% growth in annual billings since 9/11.
Assembled an award winning creative department that won over twenty national awards, including an Emmy for Public Service Advertising.

Creative Director

Kansas City

Valentine-Radford

Sprint Yellow Pages, Hallmark, Better Homes Gardens Real Estate, Pizza Hut, Kansas City Zoo, Flying Monkey Beer, Bayer Chemical, and new business.
New TV campaign for BH&G Real Estate resulted in doubling website hits from 10,000 to over 20,000 per month. Sprint Yellow Pages sales, after launch of new TV campaign resulted in outpacing the industry average by 7% over the previous three years. In addition, the most critical measureusage, increased to 86%, which is well above the industry average.

ACD

Chicago

BBD&S

Amoco Chemicals, MidWest Express Airlines, Aurora Health Care, Schlage Locks, Country Companies Insurance, Blaupunkt Car Audio and new business.
New business acquisitions of Corona Beer and Schlage Locks resulted in $4M award to the agency.

Creative Director

Detroit

JWThompson

Ford F-Series & Ranger Pickups, Explorer, Windstar Minivans and Ford Motorsports.
Oversaw the F-Series and Ford Ranger Truck TV & print campaigns, contributing to increased sales resulting in making the Ford F-100 the number ones selling in the US market.
Responsible for creating national TV & print campaigns for the launch of the new Ford Explorer and Windstar Minivan.

Art Director

New York

Doyle Dane bernbach

Volkswagen, Chivas Regal, Stroh's Beer, Continental Insurance, Bankers Trust, Jameson Irish Whiskey, Audi, Mobil 1 Oil, Procter & Gamble, Sheaffer Pens, IBM, American Airlines, Philco TV's and GTE Electronics. Responsible for the US introduction campaign for the VW Jetta.

Education

BA

Los Angeles

Cal State LA

Art Center College of Design

Los Angeles

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