Michael Wood

CREATIVE DIRECTOR

Boston, MA

mwoodmaine@gmail.com
207-730-1122 mobile

I thrive on leading teams, directly and indirectly, in dreaming up, developing, and delivering "amazing" for some of the world's most recognized brands. I focus on uncovering the simple human truths that enable creative, strategic solutions to business challenges and opportunities. Whether developing live activations, main stage productions, mobile tours, promotions, and everything in between, I will always push for the right idea, and deliver creative that gets results.

Experience

Senior Creative Director

Boston, MA
Mar 2012 - Present

George P. Johnson

Creative instigator. Idea generator. Inspiring teams, internally and externally, with conviction and passion to rethink and reshape the B2B and B2C experiential marketing landscape – one client at a time.

Partial account list: IBM, Samsung, Cisco, Chobani, Under Armour, EMC, Liberty Mutual, Macy's, Speck

Senior Director, Creative Strategy

Pierce

Portland, ME
May 2008 - Mar 2012

As a hands-on leader in the Creative department, this was where I grew and excelled in translating clients' marketing goals into creative strategies and integrated brand experiences that delivered big results. I led ideation sessions (a true passion of mine), shaped the strategic approach, and managed creative development. With every project, I worked closely and collaboratively with external agency teams, as well as freelancers and vendors, to ensure the strategic vision stayed the course. Ultimately, I helped build client relationships, and my contributions helped build Pierce's reputation for bringing award winning creative to our clients.

Partial account list: Proctor & Gamble, Kraft Foods, Verizon, Discovery Communications, Diageo, Skyy, TD Bank, General Mills, Walmart, Sam's Club, Nokia, and Starbucks

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Art Director

WEX Inc.

Portland, ME
Sep 2002 - Aug 2005

Turning on a dime for some of the biggest brands in the energy sector, I worked as part of the in-house Marketing Communications team to develop hyper-targeted marketing. My work included product launches, collateral development, integrated campaigns, logos, direct mail, trade shows, and pitch presentations.

Partial account list: ExxonMobil, Shell, Conoco Phillips, Lukoil, GE Capital, Getty

Creative Director

Incite Communication Design

Portland, ME
Jan 2001 - Sep 2002

As a contractor, I consulted with various companies and agencies throughout Southern Maine, Massachusetts, and New York. My work enlightened me to the creative opportunities within both B2C and B2B marketing. The range of services I offered included creative consulting, copywriting, editing, advertising development, and design.

Partial account list: ThruPoint, Inc., Clear Channel, University Credit Union, Lewiston Auburn Economic Growth Council, Free Range Fish & Lobster, The Theater at Monmouth

Graphic Designer

ThruPoint, Inc.

New York, NY
Feb 2000 - Jan 2001

Working remotely as a member of the Marketing team, my primary role was to develop the design of marketing and sales collateral and presentations. Additionally, I helped wrangle and create a cohesive brand guidelines system for the organization.

Education

BFA

Rochester Institute of Technology

Rochester, NY
Sep 1988 - May 1992

New section

Awards

• Grand Ex award - Verizon, Verizon FiOS launch, local marketing
• Gold Ex award - Kraft, Oscar Mayer Lunchables tour
• Silver Ex award - TD Bank Free Agents campaign
• Ex award - Walmart Wellness Center
• Ex Award - Skyy Vodka, Skyy Infusions tour
• Gold Ex - Kraft, Nabisco, LU Cafe at Fashion Week
• Gold Ex award - Scotts, Scotts Grassroots tour
• Gold Ex award - P&G, Gillette, Gillette Fusion launch
• Bronze Reggie - Kraft, Nabisco, LU Cafe at Fashion Week
• Pro Award - P&G, Gillette, Gillette Fusion launch
• Pro Award Finalist - Kraft, Oscar Mayer Lunchables tour
• Pro Award Finalist - Animal Planet, River Monsters PR spectacle

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Areas of Expertise

• Ideation
• Graphic Design
• Experiential marketing
• Creative direction
• Non-traditional marketing (grassroots, buzz, guerrilla, branded entertainment etc.)
• Strategic development and planning
• New product launches
• Retail promotions
• Campaign platform development (retail, PR, digital, out of home, event, launch)

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