Bob Wells

CREATIVE DIRECTOR / WRITER

St. Louis, MO

bob_wells@charter.net
636-734-1023 mobile

CD level creative with a proven track record across all channels and media / Strategic thinker and constant collaborator / Passionate about growing ideas and brands / Firm believer in treating every project as a brand experience from a social post to a full-blown campaign

Skills and Expertise

Brand building, creative strategy, creative direction, writing, concepting, integrated thinking, new business, video direction, web, interactive, experiential, creative content and branded content

Experience

Creative Director

OBP Agency

St. Louis, MO
Jun 1996 - Present

Creative lead within a $24 million, full-service advertising agency with over 40 writers, art directors and content producers / Leading the charge for all brands big and small with creative teams as few as three to as large as 20-some / Managing integrated campaigns across social, traditional and experiential / Leading CD in growing existing client business and winning new business

Accomplishments: As GCD, I grew the John Deere business from $2.5M to $5M, the Bayer business from $8M to $18M and the United Soybean Board business from $3M to $12M. Are you sensing a pattern here?

When we talk, ask me about these campaigns and their eye-popping results: Soy Checkoff “YOU” / US SOY “Soy Switchers” / YieldGard “Straw” / Roundup Ready “They You” / Bollgard “Imagine” / John Deere “Be Green” / Michelin “Low Pressure” / Purina “Gimme Omolene”

Brands: AB InBev, Budweiser, Missouri Tourism, Michelin, Bayer, DEKALB, Asgrow, High Oleic, US SOY, United Soybean Board, National Pork Board, USDA, Merck Animal Health, John Deere, Farm Credit, Morton Buildings, Muck Boots, Graybar, Pedal the Cause, CommonGround and Hayward

Pitched and Won: Purina, Maytag, Westinghouse, Roundup, Gateway Arch, Genuity, Solutia, RoGator, Massey Ferguson and Caterpillar

Education

Bachelor of Science in Marketing and Communications

Eastern Illinois University

Awards

ADDYs, Tellys, NAMAs, TAMs, ADDYs judge

Website

krop.com/bobwellscreative

Odds and Ends

Met my wife at a job interview (just like the ending in 500 Days of Summer) / We have two daughters who keep me laughing and smiling / I enjoy reading, writing, art, theater, film and storytelling / I've had a job since I was 10 years old

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