

Tom Freyer

Creative Director/Writer

Mobile: 214-729-0350

tomfreyer@att.net

Samples: www.tomfreyer.com

SUMMARY

Formidable track record in advertising and marketing. Unswerving brand champion. Highly disciplined and insightful strategist. Wide variety of national and global account experience; 7-Eleven, Miller Beer, Sprint, Kellogg's, Intel. Blue Chip ad agency background: Hal Riney & Partners, Leo Burnett, J. Walter Thompson, Tracy Locke. Skilled in developing memorable and enduring campaigns across all media. Honored with many national and international copywriting awards, including CLIO. TV commercials have appeared in four Superbowls.

WORK HISTORY

May 2008 to Present:

Principal/Creative Director/Writer, Freyer & Friends, Dallas

Freelance business. Clients include SMU Cox School of Business, Sam Pack Ford Dealer Group, US Youth Soccer Assoc., Mission Foods

2005 to May 2008:

Chief Creative Officer/Writer, Encircle Marketing (Formerly PGC Advertising), Dallas

Spearheaded all agency creative output, strategic and creative direction, maintained and improved quality of agency product, mentored and managed creative and production staff. Created "Buenoheads" campaign for Taco Bueno, generating three years of 7% same store sales growth. Pitched and helped win Blockbuster and Samsung accounts. Also: Hilton Hotels, Community Coffee, Hitachi, Irwin Tools, Direct Insurance

2002 to 2005:

Executive Creative Director/Writer, Tracy Locke Partnership, Dallas

Clients included 7-Eleven (pitched and won account without review), Discovery Kids/NBC (pitched and won account). Created Slurpee.com and a viral campaign for 7-Eleven, resulting in 750,000 hits the first day. Created the Energy Hog for Ad Council, one of American children's most recognized ad icons, and energyhog.org, which makes it fun for kids to learn ways to conserve energy

1998 to 2002:

Principal/Creative Director/Writer, Freyer & Friends, San Francisco

Clients included First Franklin Mortgage, Caremark, 3COM, 2Wire, Acteva, Del Monte Foods, Freixenet, SF Examiner; ad agencies

1999-2001:

Chief Marketing Officer, Co-Founder, zDegree.com (Now Acteva.com), San Francisco

Co-created and branded this online direct marketing company. Supervised creative (including entire website), managed client relationships. Created online direct marketing campaign for a call center resulting in 50% signing up for limited trial. Clients: Microsoft, IBM, Tennis Magazine

1996 to 1998:

ACD/Writer, Dahlin Smith White, San Francisco

Accounts: Intel; created "Cleansuit" characters, which made the Pentium chip a household word, Minolta Printers (pitched and won business)

1992 to 1996:

Sr.VP, Creative Director/Writer, Ketchum Adv., San Francisco

Accounts: Sony Playstation, Bank of America (created "Banking on America"), Orville Redenbacher Popcorn, Rosarita Mexican Foods, others

1988 to 1992:

Sr.VP Creative Director, Leo Burnett Company, Chicago

Accounts: Miller beer (High Life, Lite, and Reserve--pitched and won accounts), Heinz Pet Products (helped save account in review), Kellogg's (brought in \$30 million in additional billings), Kraft, Seven-Up, and others. Created Kellogg's Rooster for Corn Flakes

1984 to 1988:

Sr. Art Director, Hal Riney & Partners, San Francisco. Accounts: Gallo, Blue Cross of California, Dreyer's, Security Pacific Bank

Art Director, J. Walter Thompson, San Francisco. Accounts: Sprint, Chevron, Barclays Bank

EDUCATION

BFA, Academy of Art University, San Francisco

Art Direction, Copywriting

RECOGNITION

CLIO, London International Advertising Awards gold, Best in the West gold and silver, CA, San Francisco Show gold and silver, NY Festival of TV and Radio gold, Moebius gold, Addys gold. Judge; SF Show, Kelly Awards, AICP Show, Mercury Awards, Addys, many others