

Russell Bongard

Creative Director

415.748.2869

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EMPLOYMENT HISTORY

Red Bricks Media San Francisco, Jan 2009-Present
Creative Director managing all aspects of the creative department. Clients include **Sony**, **Estee Lauder**, **Marvel Comics**, **Academy of Art University**, **Hearst** and **American Express**.

Publicis Modem San Francisco, Dec 2004-Dec 2009
Associate Creative Director on the **Hewlett Packard**, **Clear Channel**, **Michelin**, **Microsoft**, **Sony**, **Charles Schwab**, **Intuit**, **LG Electronics**, **Jamba Juice** and **PayPal** accounts. Web sites, print, outdoor, radio and broadcast.

I.D. Society New York, 2004
Freelance copywriter on the **Starwood** account. Promotions and web page content for **W Hotels**, **Sheraton Hotels**, **British Airways** partnerships and additional properties.

McKinney+Silver North Carolina, 2004
Freelance copywriter on the **Audi**, **NASDAQ** and **Travelocity** accounts.

Frankel/Arc Worldwide Greenwich, CT, 2004
Freelance copywriter on the **Kellogg's**, **Philips Lighting** and **McNeil Pharmaceuticals** accounts. Promo writing for sales kits, signage, in-store display and Web.

Heavy Industries New York, 2004
Pitch work for a new telecommunications/technology account. Print, broadcast, Web.

Modernista! Boston, July 2003-Sep 2003
Freelance copywriter on new business pitches for **Budweiser** and **Sprite**. Broadcast scripts and print campaigns.

Euro RSCG Circle Boston, July 2002-July 2003
Associate Creative Director/Senior Writer on the **IKEA**, **Verizon**, **The Campbell's Soup Co.** and **Intelsat** accounts. Led creative brainstorming, early stage concepting, team management, client presentations, final executions and quality control.

HUGE Brooklyn, New York, Jan 2002-Mar 2002
Contract writer for all in-house collateral including pitch/proposal documentation, workbook, case-studies and web. Assisted with creative concepts for new business.

I-traffic/AGENCY.COM NYC, Nov 1999-Aug 2001
Associate Creative Director on the **Disney**, **General Motors**, **Sprint**, **Discovery Channel**, **Nokia**, **British Airways** and **Columbia House** accounts. Concept development, copywriting, proofreading, editing and presenting.

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AWARDS **ADDY Award National**, 2008 Silver, Interactive Media (Micro or Mini Sites) -
LG Music
ADDY Award National, 2008 Silver, Interactive Media (Micro or Mini Sites) -
LG Iron Man, Inside the Suit
ADDY Award National, 2008 Bronze, Interactive Media (Internet Commercials) -
Turbo Tax Ping Pong Viral Video
IAC Awards, 2008, Outstanding Websites – LG Chocolate3
ADDY Award National, 2006 Silver, Holiday Self-Promo
ADDY Award Bay Area, 2006 Gold, Holiday Self-Promo
ADDY Award, 2006 Bronze, Sony BX VAIO Consumer print ad campaign
Macromedia 2003 Max Awards, Best Branding Experience: Pepperidge Farms Goldfish
LIAA Award, 2003 Winner, Interactive Media: IKEA/unboring.com
MIMC Award, 2003 Best of Show: Pepperidge Farms Goldfish
Cannes Lyons Awards, 2003 Silver Lion: IKEA unboring website

EDUCATION **York University** Toronto, 1994 Bachelor of Arts (Honors), Major: English
Tel Aviv University Tel Aviv, Israel: 1994 overseas six-month student program