

JAMES A. MADSEN

FREELANCE CREATIVE DIRECTOR/COPYWRITER

holymolycow.com
james@holymolycow.com
717.421.6230

Creative Director/Copywriter, Merit Marketing; Harrisburg, PA — 2019-2021

Clients: Shitshow wines, Cumberland Valley Tourism, 1700° Steakhouse, Adlib restaurant, Community Services Group, The Foundation for Enhancing Communities, FileXM software, Bejeti wallets, Reading Trucks, SEPTA

Highlights: First CCO of Merit; implemented creative briefs; hired the first Chief Strategy Officer to align with creative and account service; improved profitability of the creative department; created the agency's first TV spots; realigned digital to improve profitability, led and won the agency's first new business pitch (Cumberland Valley Tourism); other new business wins included Bejeti, 1700°/Adlib, FileXM, SEPTA, EAVX, Shitshow wines

Creative Director/Copywriter, Pavone/Quench; Harrisburg, PA — 2015-2019

Clients: North American Breweries (Labatt Blue/Blue Light, Seagram's Escapes), Sauder's Eggs, Sun-Maid, Blue Harbor Fish Co., Starkist, Hershey's, Herr's, CASA of Dauphin County, Mount Nittany Health, Wellspan Health, Fulton Bank, Harrisburg University, Newfangled Brew Works, Ever Grain Brewing Company

Highlights: Pitched and won more new business pitches than all previous CCOs; won AOR for Sun-Maid then separately pitched and won their packaging; helped grow Starkist into the category leader and won their social media work; reimagined the production department and made it profitable; reduced creative overhead while maximizing profitability; helped implement lead teams to improve overall agency efficiency

Creative Director/Copywriter, Bader Rutter; Brookfield, WI — 2011-2014

Clients: Sauder Furniture, Pfizer Animal Health (now Zoetis), Dow AgroSciences, Johnson Controls, Burpee Home Gardens

Senior Copywriter/ Senior Art Director, Neiman Group; Harrisburg/Philadelphia, PA — 2002-2010

Clients: Penn State Basketball, Tröegs Brewery, Capital BlueCross, Trex, Children's Health Insurance Program, Commonwealth of Pennsylvania, Amtrak, PennDOT, PA Wine & Spirits, Bricco Restaurant, Sheetz, Red Door Wine Bar, Ready.biz, The Ad Council

Senior Art Director, Krause Associates; Dallas, TX — 2000-2001

Clients: The Texas Rangers, IronOx.com, Standard Fruit and Vegetable

Senior Art Director, Grey Advertising; Fort Worth, TX — 1999-2000

Clients: Justin Boots, JPS Health Network, Community Bank, Nucentrix, Heartland Cable

Senior Art Director, The Maxfield Group/Square One; Irving, TX — 1996-1999

Clients: GTE, Wilsonart International

Art Director, J. Walter Thompson; Dallas, TX — 1995-1996

Clients: Pizza Hut, Texas Instruments, EDS, E-Systems, Oracle, SAF Bulk Chemicals, Exxon

Art Director, Bernard Hodes Advertising; Houston/Dallas, TX — 1992-1995

Clients: Steak & Ale, Bennigan's, Haggard Clothing, FINA, Hermann Hospital, Saudi Aramco, AT&T

Education: The Art Institute of Houston

Awards: Effies, Graphis, Archive, One Show, several BMA Bells, several New York ACE awards, bronze Telly, Best of Public Service Philly Addys, several Philly Golds, several Central PA Addys, District 2 Addys, national Addys, Print Design Annual, New York Festival winner, several Fort Worth Addys, several Dallas Topps awards, nominee One Show Interactive, Mobius best of show, Art Directors Club of Houston awards

Areas of experience:

Advertising and marketing

Creative direction, copywriting, art direction and design

Creative conceptual development and execution across all consumer touchpoints

Brand analysis, brand strategy and brand identity development

Leading creative new business, sales pitches and presentations