

Patrick Bennett

www.patrickbennett.net | pb@patrickbennett.net | 917.771.0006

Freelance/Consultant

March 2017 -

- Viacom - Contributed to Paramount Network brand launch
- R/GA - Reimagined unlimited plans for Verizon
- KBS - Pitched and won World of Hyatt AOR
- MRM/McCann - Travel and financial pitches

EVP, Executive Creative Director

iCrossing

March 2012 - February 2017

Grew creative **from 20% to 75% of client relationships.**

- Won DIRECTV DAOR
- Won Church & Dwight brands OxiClean, Orajel, Nair and Vitafusion
- Won Amazon Flex DAOR for global launch
- Won Daily Burn DAOR relationship
- Won TD Bank DAOR relationship
- Led Voya DAOR relationship
- Launched *Voya Born to Save* integrated campaign
- Responsible for agency rebranding

Senior Partner, Group Creative Director

OgilvyOne

March 2011 - February 2012

Led creative on consolidated, global SAP account — broadcast, digital, OOH, direct, and experiential.

- Responsible for global TV campaigns
- Launched new products
- Led expansion of the successful OOH campaign
- Built digital video *SAP Stories* content platform
- Led the launch of British Airways *You're Really Invited* campaign

VP, Group Creative Director

Digitas

March 2008 - March 2010

Led global digital creative for Samsung.

- Led global redesign of Samsung.com
- Launched products
- Redefined Samsung product imagery
- Led massively successful *Real Women of Philly* campaign for Philadelphia Cream Cheese
- Launched branded content for Planters

Partner, Associate Creative Director

Ogilvy & Mather

January 2006 - March 2008

Led creative primarily on Six Flags.

- Led rebranding for Six Flags
- Redesigned SixFlags.com — increased online sales by over 50%

Creative Director

Euro RSCG

August 2005 - December 2005

- Re-imagined the Guinness CRM program
- Led creative on Baileys.com redesign

Art Director

R/GA

February 2004 - August 2005

Led the creation of the online marketing practice.

- Built new team of 25 from scratch
- Led over 100 Verizon projects in the first year for over 7.8 billion impressions, 12.8 million generated clicks and over 200,000 orders

Creative Director

Goodspeed & Associates

February 1999 - December 2002

MLB, Yankees, A&E, Showtime, and Topps