

PATRICK BENNETT



agency

05/08-current

VP, Group Creative Director
Digitas. New York, NY.

Lead digital creative for Samsung globally including new product launches and product division direction • Lead initial concepting and strategy behind Samsung's "Hyperreal" LCD brand positioning • Lead reinvention of completely redesigned Samsung.com • Lead team in revitalizing Samsung product imagery positioning • Completely restructured creative team servicing Samsung • Lead creative for Kraft branded content launches for Planters, Philadelphia Cream Cheese, and other brands • Lead initial concepting and strategy behind Planters.com redesign

01/06-05/08

Partner, Associate Creative Director
Ogilvy. New York, NY.

Lead team on entire 2008 360° campaign for Six Flags • Redesigned SixFlags.com contributing to a increase in online sales of over 50% • Lead team in 2007 creative of Six Flags digital projects overseeing visual, copy, and development contributing to being awarded all Six Flags brand work without pitching • Assisted on the Webby Award winning KnowMenopause.com

01/04-07/05

Art Director/Online Marketing Specialist
R/GA. New York, NY.

Established online marketing team of over 25 members • Implemented process guidelines for completion of all OLA projects • Lead learning sessions on implementing processes for other client teams • Lead over 100 Verizon projects in first year for over 7.8 billion impressions, 12.8 million generated clicks and over 200,000 orders for consumer DSL alone

04/99-08/02

Creative Director
Goodspeed & Associates. New York, NY.

Lead print, DM, web, packaging, and sports card design from conception to production for clients including MLB, The New York Yankees, Showtime and Topps

06/97-08/98

Art Director
The Pere Partnership. New York, NY.

Designed key art for clients including HBO and others

03/96-06/97

Designer
First USA Bank. Wilmington, DE.

Created visual standard for card art and DM initiatives

freelance

08/05-12/05

Creative Director
Euro RSCG 4D. New York, NY.

Lead the re-imagination of the Guinness 1759 Society Relationship Marketing program for Diageo • Managed team of visual designers, copywriters, developers, animators, information architects, and database designers across multiple offices towards the site relaunch • Lead creative on Baileys.com redesign • Lead creative on targeted Baileys campaigns with both online and offline components • Aided traditional office peers contributing to several successful pitches

08/02-05/04

Art Director/Online Marketing Specialist
Samsung USA. Ridgefield Park, NJ.

Handled numerous online marketing campaigns from conception to production across entire product spectrum • Designed and produced sitelets for sponsorship events including concerts and gaming gatherings • Instructed in-house team on banner/sitelet creation

08/02-07/06

Art Director / Designer / Developer
ENYCE. New York, NY.

Concepted, designed, and programmed Flash-based seasonal web sites promoting new clothing lines • Redesigned and programmed Enyce.com

08/98-03/99

Art Director
Esquire Magazine. New York, NY.

Oversaw production of marketing materials including postcards, packages, posters and presentations • Designed in-magazine sections

03/99-04/99

Graphic Designer
Vanity Fair Magazine. New York, NY.
Aided in redesign of style guide used for all promotional materials • Designed in-book sections