

# STEVE JULIUSSON

ART DIRECTOR | CREATIVE DIRECTOR | WEB DESIGNER

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chicagocreativedirector.com



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## PROFILE

Creative leader experienced in developing memorable advertising across channels. Displays mastery of the creative process, from strategies to award-winning, results-driven executions. Skilled at building client-agency relationships. Identifies opportunities to increase share and elevate brands. Noted for crafting integrated campaigns that differentiate brands.

## EDUCATION

B.A. ADVERTISING (WITH HONORS)  
Art Center College of Design,  
Pasadena, CA

## CONTINUING EDUCATION

Lynda.com, Zurb University,  
Chicago Web Professionals

## PROFESSIONAL SKILLS

Web design  
E-commerce  
SEO  
Print advertising  
Pharma advertising  
TV and video advertising  
Storyboard illustration  
Out-of-home advertising  
Editorial design  
Client presentations  
Mentoring

## TECHNICAL SKILLS

HTML5 / CSS3  
Zurb Foundation 6  
Command line  
WordPress themes  
Elementor page builder  
WooCommerce  
Adobe InDesign  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Excel

## AWARDS

Communication Arts  
British D&AD  
Effies  
David Ogilvy Award  
The One Show  
Art Director's Club of NY

## INTERESTS

Documentaries  
Travel  
Organic farming  
Photography

## PROFESSIONAL EXPERIENCE

### CONSULTING ART DIRECTOR / CREATIVE DIRECTOR - CHICAGO (2004-Present)

Providing creative and new business leadership for Chicago and East Coast consumer and pharma agencies. Deadline-oriented responsibilities for consumer, B2B, DTC and DTV campaigns.

#### Accomplishments:

- Created "Destination DC" print and TV campaign for DC Tourism. As a result, tourism soared to a record 19 million visitors, with domestic visits up 5.5% and visitor spending up 3.1%.
- Created "Magic Moment" TV campaign for DC Lottery; ticket sales boosted by nearly 8%.
- Created image TV spot for "The Washington Examiner" newspaper; readership increased by 23%.
- Conceived and produced all promotions for Anne Albrecht Artist Agents, LLC (e-blasts, Blurb books, treatments and web design), marketing a group of 8 commercial photographers and 3 illustrators.
- Developed integrated campaign (newspaper ads, in-store materials and web banners) for CarLotz dealerships.

### VICE PRESIDENT, GROUP CREATIVE DIRECTOR - EURO RSCG CHICAGO (2001-2003)

Recruited by the Executive Creative Director to improve creative at this former CPG agency. Responsible for Alberto-Culver, Dean's, Midas, Hillshire Farms and Nasacort DTC. Built relationships with senior clients. Managed four teams, developing integrated advertising and new business presentations.

#### Accomplishments:

- Worked with sister agency LM&P/NY, led consumer creative effort to win Nasacort (\$8mm).
- Produced TV package for Alberto VO5 in Buenos Aires, resulting in a sales increase of 55%.
- Produced TV campaign for Hillshire Farms in British Columbia, increasing sales 15%.
- Re-positioned Mrs. Dash seasonings, creating the tagline "Salt-free. Flavor-full."

### CONSULTING ART DIRECTOR / CREATIVE DIRECTOR - NEW YORK (1998-2000)

Projects for a diverse group of agencies in Chicago and New York.

#### Accomplishments:

- Created multiple campaigns to win Gardetto's Snacks (\$8mm) for Berenter Greenhouse, NY.
- Created multiple image and retail campaigns for CVS drug stores.
- Conceived and produced a wide range of print, TV and collateral concepts to win OfficeMax.com (\$12mm) and Principal Financial (\$20mm) for Publicis, Chicago.

### VICE PRESIDENT, CREATIVE DIRECTOR - OGIIVY & MATHER NEW YORK (1992-1998)

Reporting to the Chief Creative Officer, charged with elevating work at this blue-chip agency. Provided strategies, concepts and executions; led teams on AIG, Duracell, IBM, LA Gear and American Express.

#### Accomplishments:

- Lead the charge in new business win of AIG Insurance (\$25mm).
- Won additional billings for AIG's SunAmerica annuities (\$10mm) and AIG Auto (\$8mm).
- Sold through first-ever television spot for AIG.
- Campaigns for AIG and IBM awarded by the One Show; IBM work awarded an Effie.
- Dispatched to O&M London to develop KFC TV campaign for English market.