

TIM BRUNELLE

Writer & Creative Director

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SUMMARY

An innovative creative leader with proven ability to develop and integrate big ideas across all media. Background includes strategic planning, consumer research, advertising, design, interactive, direct marketing, commercial direction, production management, new products and marketing development. Specific areas of expertise include:

- + Leading the research and development of strategic marketing platforms
- + Directing creative teams towards results-oriented, international award-winning work

PROFESSIONAL EXPERIENCE

Sr. Partner/Exec. Creative Director/Head of Interactive May 2006 – Present **Carmichael Lynch, Minneapolis**

Currently helping lead and manage a 35-person, integrated creative department in development of advertising and marketing solutions for Harley-Davidson, Porsche, Progressive Insurance, Ginn Resorts, A.G. Edwards, American Capital, Tractor Supply Company, American Standard, Jack Links and Northwest Airlines. Focused on increasing digital “fluency” across the entire agency by creating and running training programs and bringing in presentations in broad and specific topics. Helping hire and nurture agency’s interactive production capability. Leading development of relationships with interactive production companies. Overseeing creation of new agency website, employee intranet and client extranet. Serving on the agency’s Strategic Council.

Freelance Writer & Creative Director January 2006 – May 2006

Marketing consulting, creative direction, and copywriting for: Ogilvy & Mather (NY) on American Express, Dove, and Morgan Stanley; Mullen (new business); Avid Technology.

Vice President/Creative Director August 2001 – December 2005 **Arnold Worldwide, Boston**

Helped lead the Volkswagen of America and Goodyear Tire and Rubber Company accounts in strategic development, creative direction and production across TV, print, interactive, design, direct marketing and promotions. Primary tasks included developing positioning, launch strategy and advertising for all new VW model launches, including the New Beetle Convertible, Touareg and Phaeton. Wrote and directed several brand strategy films used to educate and inspire VW Germany and VW’s national dealer network. Led development of the integrated, multi-media “Goodyear Garage” campaign, the first time Goodyear leveraged its sponsorship of NASCAR in 42 years. Oversaw another complete redesign of vw.com. Helped develop VW’s “Pods Unite” affiliation with Apple. Participated in the management of the agency as a member of Arnold’s Boston Leadership Committee. Taught conceptual and

strategic thinking skills through Arnold University. Continued to help evolve the agency's design, interactive and promotions integrated-production system. New business wins: Dunlop Tires and Goodyear.

Vice President/Associate Creative Director August 1999 – August 2001
Arnold Worldwide, Boston

Focused on leading the integrated interactive, design, direct and promotions team for the Volkswagen of America account. Grew billings for vw.com from \$0 to over \$11 million in just two years. Founded and programmed RadioVW, Volkswagen's internet radio station, the first of any auto OEM – which peaked with 300,000+ listeners averaging 30 minutes per visit. Launched vw.com/films, the first time any auto marketer used films online to increase traffic. Wrote and co-directed "The Microbus Movie," (and website) introducing the Microbus concept car to the world. Interactive highlights: Oversaw two complete redesigns of vw.com; led development of the New Beetle Online Buying System, the first time any OEM sold cars online; managed the integration of numerous brand campaigns into the interactive realm. Additional management roles included helping develop strategic positioning for the new (A4) Jetta and Golf. Helped create Arnold's interactive production system. New business wins: Hush Puppies, *Wall Street Journal* Interactive Edition, *Washington Post* Interactive.

Visiting Professor Spring Term 2000 & 2001
Emerson College Graduate School

Evolved existing Copywriting course to better meet the needs of graduate students in the Marketing MBA Program. Taught fundamentals of consumer research, marketing strategy, creative briefing, creative concepting, copywriting, art direction and production.

Senior Copywriter January 1998 – August 1999
Arnold Worldwide, Boston

Helped develop and integrate interactive and design capacities of the Volkswagen of America account into the overall brand campaign. Highlights: Writer for turbonium.com, the first integrated campaign to win Best of Show at One Show Interactive. Wrote the first showroom brochure for the New Beetle, then 17 other showroom brochures. Developed new in-dealer branding systems to leverage ongoing national creative. New business win: EMC.

Freelance Copywriter April 1997 – January 1998

Wrote print, radio and TV for agencies (and clients): McKinney & Silver, Raleigh, NC (Sunkist Orange Juice); Jager DiPaolo Kemp, Burlington, VT (New Era Baseball Caps); PARTNERS and Simons, Boston (*PC Week*, *PC Magazine*); Kelley/Dexter, Boston (Vail Resorts, *The Christian Science Monitor*, Salomon North America, FM Precision Golf, Reebok Golf)

Copywriter June 1995 – April 1997

Heater|Easdon Advertising, Boston

Wrote print, radio and TV for Anheuser–Busch (American Originals, Bud Light). Helped A-B develop new products and non-traditional marketing opportunities. Wrote TV and radio for Scudder Mutual Funds, print for Winchester Hospital, Boston Bruins and Reebok. Designed, produced and coded HTML for the agency’s first website.

Copywriter January 1994 – June 1995

TBWA Chiat Day, St. Louis

Wrote over one hundred retail radio spots for Boatmen’s Bancshares (now Nation’s Bank), also developed print and TV. Wrote radio and print for US WEST Telecommunications Group (now Qwest). Helped develop brand positioning and ads for the 1994 U.S. Olympic Festival and the Moolah Shrine annual Circus. Additional clients: Taco Bell (regional), Tanana Suncare.

Intern/Freelance Copywriter June 1992 – December 1993

Wrote print for agencies (and clients): Martin/Williams (First Bank, Target Stores); Mad Dogs & Englishmen (Replay Jeans); Target Stores.

EDUCATION

B.A. Jazz Studies May 1992

University of Cincinnati – College Conservatory of Music

MISC

Film Director Various projects since 2001

Redtree Productions, Boston

Instructor Various terms 1999 – 2002

Boston Ad Club

Board Member 1999 – 2000

Boston Academy of Music (now Opera Boston)

Chairman 2003

Boston Ad Club Hatch Awards

Drummer Ongoing since 1992

The New Prime Numbers, Delicious, Cannibelle, The Skating Club

Non-union Voice Over Talent Ongoing since 2004

AWARDS

One Show: Best of Show Interactive (2000), Gold Pencil (2000, 2002, 2004), Silver Pencil (2000, 2001, 2004), Bronze Pencil (2003), recognized turbonium.com as a hallmark of “The First Decade of Interactive Advertising” (2007)

The Clios: The Grand Clio (2000), Silver Clio (2001), Bronze Clio (2001)

Communication Arts: *Interactive Annual* (2000, 2001, 2002), *Design Annual* (2004)

International Andys: The Grand Andy (1999), Gold (2000)

D&AD: Featured (2001)

Cannes Advertising Festival: Grand Prix (1999), Shortlisted (2003, 2004)

Athena Awards: Silver (2001)

International Automotive Advertising Awards: Gold (2000, 2001, 2002, 2004), Silver (2001, six in 2002, 2003, 2004), Bronze (twice in 2003)

London International Advertising Awards: Grand Prize for Websites (2000), Finalist (2004)

Association of Independent Commercial Producers: Finalist (2002)

Boston Ad Club Hatch Awards: Gold Bowl (2000, 2002), Silver Bowl (2000, 2002), Bronze Bowl (nine in 2001, eight in 2002, two in 2004)

Massachusetts Interactive Marketing Council: Best of Show (1999, 2000)

Web Marketing Association: Best Events Website (2001), Outstanding Website (three times in 2001, two times in 2003 & 2004), Best Design Website (2003, 2004), Best Auto Site (2005)

New England Direct Marketing Association: Gold (twice in 2004), Silver (2004)

Promotional Marketing Association Reggie Awards: Gold (2004), Silver (2004)