TOM FITZJERRELLS

Creative Director. Copywriter. Strategic Creator.

TomFitzjerrells@yahoo.com

PROFILE

Creative director, copywriter, and producer developing brand platforms and integrated campaigns from concept through production. Hands-on writer and creative leader across automotive, consumer, higher education, healthcare, nonprofit, and government work.

PROFESSIONAL EXPERIENCE

Tom Fitzjerrells Creative — Creative Director / Copywriter / Producer
2015–Present | Concept, copy, and production for agency and direct clients including Honda, Acura, Hyundai, Genesis, and University of Phoenix.

Pinnacle Advertising — Creative Director / Production Director
2019–2020 | Chicago | Led multidisciplinary production and creative work for Honda, Acura, Hassell Cattle Company, and other accounts.

Hogarth Worldwide — Contract Creative Services
2017–2018 | Phoenix | Creative work for Nestlé, Colgate, Ernst & Young, Walgreens, and Massage Envy.

RealWorld Marketing — Creative Director
2015 | Phoenix | Led a 15-person creative team serving regional Honda and Acura clients.

Arrowhead Advertising — Creative Director
2014–2015 | Phoenix | Directed a 25-person creative team for regional Hyundai and Genesis clients.

The Integer Group — Senior Copywriter
2006–2014 | Denver | Developed brand and launch campaigns for P&G brands including Swiffer, Febreze, Tide, Iams, and Eukanuba.

J. Walter Thompson — Partner / Senior Copywriter / Producer
2000–2006 | Chicago | Developed and produced regional Ford Motor Company advertising.

EDUCATION

Baker University — Bachelor of Science, Business Administration and Mass Communication

Rowan University — Master of Arts candidate, Public Relations