



eddie snyder **works**



i'm not your typical **creative director.**

I'm a thinker, doer, writer, designer, producer, mentor, partner, leader, believer + teacher of the creative development process. Being a creative leader is what I love doing. I've rocked the role of CD, ECD + CCO during my career. It's not about the title. It's about work we do + the business we build. Together. // I've been called a "business-building wunderkind + a client whisperer." Both are monikers that make me blush. But I appreciate the compliments. // I also develop creative that works. Creative that grows a brand's presence. And I have a list of awards from Cannes to D&AD, The One Club, Webby, Clio, CA, Art Directors Club of NY + AICP to prove it. // **Now, let's talk about how I can put my thinking to work for you.** //

jobs i've loved.

Eddie Snyder Works / LA / Current / Freelance

Executive Creative Director / Content Ideation / New Business Development

Clients: LIONSGATE TV, PURE, Sarofsky, Not Impossible Labs, Vixen Vodka, Zolly e-Bikes

agency PURE / New Orleans / 1+ year / Currently acting Consulting CCO

Chief Creative Officer / Brands: Aerotek, Georgia Pacific, Grady Health,

French Market Cold Brew Coffee, Treehouse Eyes

Peter Mayer / New Orleans / 5.75 years

VP/Executive Creative Director / Brands: Asheville Tourism, CenturyLink,

Comcast Business, Mellow Mushroom Pizza, Audubon Nature Institute

Vixen Vodka / Atlanta / 10 years / Currently acting Consulting CCO

Creative Director / Brand Development of a women owned + targeted vodka brand

Fitzgerald + CO / Atlanta / 16 years (two tours of duty)

SVP/Chief Creative Officer / Brands: Aruba Tourism, Atlanta Braves, Atlanta Hawks, Coca-Cola,

Durex, Georgia Power, Longhorn Steak House, Mizuno, National Black Arts Festival, Popyeyes

Russell Athletic, Southern Company, Srixon, Time Warner Cable, Quikrete Concrete, Zoo Atlanta

Group 243 / Atlanta / 4 years

Creative Director / Brands: Dominos, The Athlete's Foot (Independent projects

for Nike, Reebok, Adidas)

Portfolio Center / Atlanta / 18 years (Miami Ad School @ Portfolio Center)

Director of Advertising Arts / Instructor @ one of the country's original advertising

creative schools / a position I held while being CCO @ F+CO

Creative Circus / Atlanta / 2 years

Senior Advisor of Integrated Advertising Studies



fast facts.

- + I've been a Creative Director since I was 28 years old.
- + I'm both an Art Director + Copywriter.
- + I'm fluent in all aspects of media.
- + I have big broadcast / video content chops, from massive to micro budgets.
- + I know Telecommunications: Time Warner Cable / CenturyLink / CenturyLink PRISM / Comcast Business.
- + At Peter Mayer, I helped lead an integrated team of 75+ on CenturyLink.
- + We did over 4000 jobs a year.
- + I helped grow the CenturyLink business over 700% in 4.5 years.
- + I did two tours of duty @ Fitzgerald + Co in Atlanta.
- + At F+CO I managed 20+ teams of Group Creative Directors, Integrated Production + Project Mgt.
- + During my second tour of duty @ F+CO I helped win \$80M+ in new business.
- + I was a teacher @ Portfolio Center for 18 years + helped launch hundreds of creative careers.
- + I've won a slew of awards + set the viral video bar with Durex.
- + Durex "Balloon Animals" had 30,000,000 views + still climbing.
- + It won a Cannes Cyber Lion, D&AD, One Show, CA, Art Directors Club, Gold Clios, AICP.
- + CREATIVITY named Durex "Balloon Animals" as the #6 Best Campaign in 2009
- + Ad Age named Durex "Balloon Animals" as one of the top 50 Campaigns of the 21st Century.
- + I love what I do + I do it very well.



awards.

Ad Age // Nomination for Best Campaigns of the 21st Century // Durex "Get it on"

Creativity // Named Durex "Get it On" #6 creative in their Best of 2009 issue + online

Cannes Advertising Festival // Cyber Lion + Shortlist

D&AD // Pencil nomination **

AICP // 5 honors // Work archived in History of Television @ MoMA

One Show**

CA**

The Art Directors Club Show** (Cube Winner)

Webby

Archive**

Graphis Design + Advertising Annuals**

Print Design Annuals**

Gold Clio + Silver Clio**

Obie**

National Effie Award** (Gold, Silver, Bronze)

New York Festival (Silver & Gold)

BDA // Broadcast Design Award** (Gold)

Best of Show (ATL Addy)**

Best of Show (New Orleans Addy)

7th District Addy (Best Of Show)**

Addy** (Gold, Silver // Local, Reg, Nat.)

** multiple



some kind words.

“ Eddie has an innate respect for a brand’s purpose and place in the heart of a consumer. I worked with him on one of the most beloved brands of our time. And that respect and authentic understanding is something that he brought to every project he led. ”

> **Pio Schunker / EVP, Head of Global Brand Marketing, Samsung Electronics / Former SVP, Head of Integrated Marketing, Coca-Cola**

“ Over the last 15 years of knowing him, Eddie has been a client. He’s been a creative partner, a friend, a brother, a champion of visual style and a crafter of ideas. These are ideas that you instantly fall in love with because they get to a simple nugget of truth. It’s kind of like why comedians are funny, because of that specific insight or observation they bring to the party. But that’s Eddie. It’s who he is. And it’s what you get when Eddie’s a part of your life. ”

> **Erin Sarofsky / Owner + Executive Creative Director of SAROFSKY**

“ With Eddie as my partner, we increased our clients spend over 700% in one year. We also staffed to meet the incredible growth. And, we created work that grew *their* business quarter after quarter. It was part monumental task and part roller coaster ride. And we did it together. ”

> **Jay Winn / SVP, Account Director / Ogilvy NY**



more kind words.

“ Trust me, as an EP I’ve worked with a lot of creative directors. But Eddie’s vision, talent, strategic thinking and heart for the work are unmatched. He has an honest gift for leading people, the agency and the client. ”

> **Erin Sullivan / Freelance Executive Producer of OPUS / Beats by Dre + Content Management Agent, CAA**

“ I’m convinced that 1 out of every 10 creative talents I meet have been taught or mentored by Eddie. As a working creative director, he was also a teacher at two of the top creative schools in the country. Teaching and elevating talent is simply part of Eddie’s DNA. ”

> **Mary Ann Frerman / Senior Recruiter, JWT / Atlanta + Houston**

“ Eddie is a modern storyteller. He can create a brand message in a way that makes a company look and feel more human. And he respects the talent others bring to building the story. Cutting with him is a celebration of partnership. It’s why I love working with him. ”

> **Josh Bodnar / Senior Editor, White House Post/Los Angeles**





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