

# CRAIG PINES

203. 216.6085  
www.craigpines.com

## **SUMMARY**

Highly creative, award winning, **Creative Director/Writer** with extensive experience in TV, print, digital and short films. Exceptional collaborative and interpersonal skills. Passionate and inventive storyteller well versed in Final Cut Pro; creator of innovative marketing strategies and 360° campaigns; accustomed to performing in deadline driven environments.

## **PROFESSIONAL EXPERIENCE**

### **ADLANDISH, CONNECTICUT, 2016-PRESENT CHIEF CREATIVE OFFICER/ FOUNDER**

Freelance work for clients in search of out of the ordinary thinking.

### **TEAM DETROIT, NEW YORK, 2012-2015 SVP, ASSOCIATE CREATIVE DIRECTOR**

Successfully translated client strategies into standout creative for Ford that looked like anything but traditional dealer advertising.

### **FREELANCE, CONNECTICUT, 2003-2011 CREATIVE DIRECTOR**

Worked closely with agencies to conceive concepts that exceeded expectations for clients like Sirius Satellite Radio, Jose Cuervo, Citibank and Schick.

### **CAMPBELL-EWALD, MICHIGAN, 2001-2002 SENIOR COPYWRITER**

Successfully worked as a team to come up with one of a kind creative for US Navy.

### **FCB WORLDWIDE, MICHIGAN, 1997-2000 SENIOR COPYWRITER**

Turned strategic directions into award winning creative for Jeep and Chrysler.

### **DONER, MICHIGAN, 1990-1996 SENIOR COPYWRITER**

Converted dry strategies into award winning creative for clients like Chiquita Bananas, Detroit Institute of Arts, F&M Drugstores, Lowe's, Canadian Tire, Ball Park Franks, and Iams.

## **AWARDS**

Clio, Cannes Finalist, New York Festivals, International Automotive Advertising Awards, Art Directors Club, Gannett Creative Challenge "Best of Show", Emmy Award, London International Award, Detroit Creative Director's Club, Print Design annual

## **EDUCATION**

### **BACHELOR OF SCIENCE IN MANAGEMENT A.B. FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY**

### **GRADUATE WORK IN INTERACTIVE TELECOMMUNICATIONS & GAME DESIGN NEW YORK UNIVERSITY**