

JERRY STONER

Creative Director

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a JerryStoner.com

PROFESSIONAL SUMMARY

INDUSTRIOUS CREATIVE DIRECTOR with more than two decades of branding experience in B2C and B2B marketing. Proficient organizer, project leader and team builder with deep understanding of successful marketing strategies.

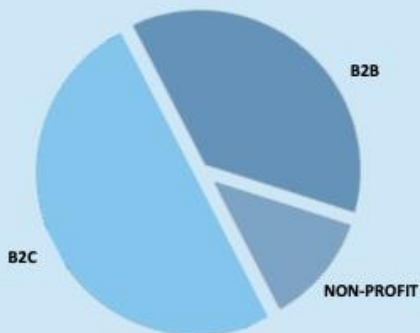
My campaigns consistently increased sales for my clients with limited budgets by turning focused strategies into attention-getting ideas.

Well-versed in project management and creative team development with a drive for fostering each client's unique vision.

SKILLS



EXPERIENCE



WORK HISTORY

Flying Hippo - Director of Brand Voice Development

Des Moines, IA • 2018 - Current

- Oversee creative messaging for all mediums
- Develop and write concepts for ad campaigns
- Write, produce, and direct video projects

Strategic America - Creative Director

Des Moines, IA • 2013 - 2018

- Helped secure nearly a dozen new business wins representing millions in added revenue for the agency.
- Created statewide marketing campaign that increased awareness of Iowa STEM studies by more than 50%.
- Created field-marketing campaign for Lennox Heating & Cooling.
- Edited and produced videos for multiple multimedia platforms.
- Developed concepts and oversaw all phases of print and video production for b2b and b2c clients.

Bozell - Creative Director

Omaha, NE • 2010 - 2013

- Managed digital and traditional marketing creative teams for clients like First National Bank and National Safety Council.
- Appeared on AMC's The Pitch and helped creative team develop a winning campaign for the national JDRF account.
- Recruited, hired and trained top candidates with an eye for performance.

Sullivan, Higdon And Sink - Creative Director

Wichita, KS • 2005 - 2010

- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Managed staff of 8 to create print and digital campaigns for B2B clients including Cessna and Cargill Meat Solutions.

(but wait, there's more...)

EDUCATION

The Advertising Center
Los Angeles, CA
Concepts/Copywriting

Wayne State University
Detroit, MI
Theater and Music

PASSIONS



COFFEE



TRAVEL



SONGWRITING



ACTING



BIKE RIDING



MOVIES

FUN FACTS

Scripted & produced a live show with Marc Cherry, creator of *Desperate Housewives*.

Performed in Las Vegas with Liberace.

Appeared on most-watched daytime television show, *General Hospital*.

- Helped earn the agency recognition from B2B Magazine, as one of the top-three mid-sized firms in the country.
- Created and implemented branding strategies, brand identities and marketing campaigns.
- Grew national beef brand's retail market share 25% and food service 15% in less than two years.

Kragie Newell - Group Creative Director

Des Moines, IA • 1996 - 2005

- Implemented marketing strategies for McDonald's regional account which resulted in 12% growth of sales.
- Won new business with Chevrolet, going from one account to 22 across five Midwest states, growing billings \$250M.
- Managed \$1M budget and staff of eight.
- Developed award-winning PSAs that helped reduce traffic fatalities by 43%.
- Wrote and produced national award-winning radio campaign for startup realty client.