




# JERRY STONER

Creative Director/Copywriter

## CONTACT

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## SKILLS

- Creative Leadership 
- Creative Concepting 
- Copy/Scriptwriting 
- Strategic Planning 
- Production 
- Pitching 
- Voiceover 

## PASSIONS



Coffee



Biking



Travel



Acting



Songwriting



Movies

## PROFESSIONAL SUMMARY

**INDUSTRIOUS CD/COPYWRITER** 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.

## 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
- HubSpot certified marketing specialist

### **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.

## EXPERIENCE

B2C

B2B

NON-PROFIT

## EDUCATION

The Advertising Center  
Los Angeles, CA  
Concepts/Copywriting

Wayne State University  
Detroit, MI  
Theater & Music

## FUN FACTS

Scripted and 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.

### **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.
- 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.