

RUSSELL BRIGHTWELL

<https://russellbrightwellcreative.com>

3809 Parry Avenue Suite 207 | Dallas, Texas 75226

713-828-5217 | russell@russellbrightwell.com

PROFESSIONAL EXPERIENCE

Copywriter & Strategist

Russell Brightwell, LLC. Dallas 10/17 - PRESENT

Provide strategic creative services on a contract basis for a variety of clients, including creating and hosting a brand workshop for a custom rug company, writing digital and social media for a premium coffee shop, and creating videos for complex digital services providers NNT DATA, Armata, and HashiCorp.

Partner, Creative Director

TPRB Advertising, Houston 2/04 – 4/17

Built Agency with business partner from \$100K total billings first year to \$4M+ yearly, servicing a variety of clients from the 11th largest bank in the U.S. to an online spa brand and numerous other clients. Developed satisfaction and brand image research, event design and execution, branding, television and radio and digital campaigns, as well as many other types of projects on behalf of these clients. Shared responsibility for all areas of the business including, but not limited to, staffing and HR, business development, proposals and contracts, payroll, credit lines and taxes. Managed day-to-day operations, including art, copy and account services, creating an atmosphere that allowed staff to learn and excel, benefiting their own career development and the growth and success of the Agency, our clients and their businesses.

Creative Director

D. Hilton & Associates, Houston 9/02 – 2/04

Helped build marketing and advertising practice of a consultancy to the financial services industry from \$50K yearly billings to over \$2M in just a year and a half. Responsible for running the department, building staff and creating an Agency within the larger consultancy.

Senior Vice President, Creative Director

Saatchi & Saatchi Wellness

Led and directed robust team in translating the Client's communication objectives, first into creative strategies and then concepts, and then managed the execution of those concepts in digital and print. Established conceptual and stylistic standards for the group while creating a nurturing and productive environment.

Oversaw a group of seven art directors responsible for a wide variety of healthcare products from Fortune 100 companies, including Enbrel, a biotech product from Wyeth for the treatment of rheumatoid arthritis; a trio of cancer products from Immunex: Myobloc, a Botox-like product from Athena NeuroScience and imaging agents from Dupont Pharmaceuticals, as well as new business and Agency promotion.

Creative Director

NCI Advertising Worldwide, London

Established European headquarters for the Agency. Office was responsible for both domestic UK and pan-European assignments for a variety of clients. Responsible for building creative capabilities from the ground up, including hiring creative staff and establishing relationships with UK artists and vendors. Intimately involved in every aspect of the Agency, from art direction and copy writing to running strategic client meetings and negotiating contracts.

Developed a complex interactive database program and print materials for SmithKline Beecham Pharmaceuticals. Created branding for SB Consumer Healthcare's entire line of analgesic products. Launched an important biotech product for MS, Copaxone, in the UK and Europe.

EDUCATION

Bachelor of Fine Arts in Communication Design, Parsons School of Design, New York
Studio Art and English Literature, Rice University, Houston

INTERESTS

Culture (low and high), the media, advertising & marketing, business, fashion, theatre, the visual arts in all its forms, travel, food, and friends.

References available upon request.