

Bob Strickland

Creative Director and Copywriter

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Creative director and copywriter who makes complex subjects clear, human and compelling. Builds Fortune 500 brands through integrated campaigns, with deep experience in technology and B2B, global brand storytelling, creative leadership and new business.

Experience

Independent Creative Consultant

Creative direction and copywriting | April 2023–Present

Selected clients: Droga5 Tokyo, Mitsui & Co, Wellworth, Lucid Growth Lab, Homethreads, Veylan and Forbes

- Develop concepts and copy across broadcast, websites, articles and social content for agency and direct-client assignments.
- Write healthcare content for Forbes, translating complex subjects into clear, engaging stories.

Accenture Song | Los Angeles

Creative Director | September 2017–April 2023

Selected clients: HP, Berkshire Hathaway, Edward Jones, State of California, Mattel, Wolfspeed, Farmers and New York Life

- Led creative direction and copy for successful project and agency-of-record pitches.
- Developed brand voices and integrated campaigns across financial services, biotech, energy, insurance and government.
- Partnered with strategy, account leaders and creative teams to take concepts through video, manifestos, email and social execution.

SapientRazorfish | Los Angeles

Creative Director | September 2013–September 2017

Selected clients: Samsung

- Led creative direction and copywriting for Samsung loyalty marketing and customer engagement across film, digital, live activations and email.
- Guided production from concept through director selection, talent search, casting, music and editorial, including films and activations at Lollapalooza and Austin City Limits.

Independent Creative Consultant

Creative direction and copywriting | September 2013–September 2015

- Consulted for agencies and brands including Digital Kitchen, AKQA, Netflix, Turner Classic Movies, Common, Omelet, Phenomenon and Dailey & Associates.
- Assignments included Microsoft, Discovery Channel, Viking Cruises, Loews Hotels, AT&T, Samsung and TurboTax.

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Experience continued

Ogilvy & Mather | Los Angeles

Group Creative Director | 2006–2013

Selected clients: Cisco, Mexico Tourism, McKesson, ampm, UCLA, Yahoo! and California Health Benefit Exchange

- Wrote and helped architect Cisco's global Human Network campaign, sustaining a consistent brand voice for six years across television, print and digital.
- Collaborated with offices in China, India, Canada, Italy, Germany and the UK to bring the campaign to global audiences.
- Led six creative teams across ongoing client work, new-business pitches and project assignments.
- Won the Mexico Tourism account in a pitch alongside Ogilvy CEO Miles Young to the Secretary of Tourism; developed print, outdoor and digital work for European audiences.
- Named Covered California, the state's health benefit exchange established under the Affordable Care Act.

Ogilvy & Mather | Los Angeles

Associate Creative Director | 2003–2006

Selected clients: Cisco, Motorola, ampm, Nature Made and Los Angeles Film Festival

- Created award-winning television, print, outdoor and radio campaigns, earning a Gold Effie.
- Developed integrated brand and product campaigns for multiple Cisco business units, working directly with product and marketing communications teams.
- Created ampm television and radio advertising that contributed to increased sales.

Ogilvy & Mather | New York

Senior Copywriter | 1997–2003

Selected clients: IBM, Goldman Sachs, Fanta, Tivoli and SAP

- Translated complex technology into human stories for IBM, from data storage advertising to award-winning channel-partner campaigns.
- Helped relaunch Fanta in the United States after a 14-year absence with the Fantanas campaign.
- Created a global brand campaign for Goldman Sachs and led IBM's channel-partner team on conference branding.

Core expertise

Creative direction • Copywriting • Brand voice • Integrated campaigns • Technology and B2B • Film and broadcast • Digital and social • Team leadership • New-business pitches