

## **RON SULLIVAN**

### **HIGH VELOCITY IDEA DRIVEN CREATIVE DIRECTOR**

Idea machine. Creates results driven solutions. Loves doing the work. Can manage teams. Leads by example. Powerful presenter. Many new business wins. Experienced in consumer, retail, business to business and agricultural advertising. Loves and works in all media. Has passion.

### **THE ROCKET GROUP- CREATIVE DIRECTOR / OWNER, 2008 to Present**

MARC USA, Pittsburgh, PA

SR VP CREATIVE DIRECTOR 1996 to 2008

#### **Responsibilities Include:**

Creating results driven award winning campaigns. Managing all creative and production staff. Creating my own campaigns. Overall creative excellence of the agency. New business initiatives, RFP's and pitches. Keeping strong relationships with clients. Teaming with Media, Accounting, Account Service, Research, and Planning. Creating brand positioning and strategies for all clients. Having powerful presentation skills.

#### **Highlights:**

Helped win the MOEN account by creating the "M" campaign bringing MOEN their most profitable year ever. Helped win the True Value account and created retail "Power Event" advertising. Launched the Olympic Paint brand creating a new color center, paint can design, retail strategies and full multi-media advertising. Invented the "Bryantman" campaign for Bryant Heating and Cooling connecting to three target groups with a synergistic campaign loved by the industry. Repositioned Mohawk Flooring from a carpet company to a total flooring company with an award winning campaign lasting over six years. Additional new business wins include Columbus Circle in NYC and Pittsburgh Pirates Baseball. Earned great respect as an idea person.

**Clients-** Alouette Cheese, Bryant Heating and Cooling, Carnegie Museum of Natural History, Cedar Point, Eat n' Park Restaurants, First Merit Bank, Genco, Hamilton Beach / Proctor-Silex, Moen, Mohawk Industries, Pittsburgh Pirates, Pittsburgh Zoo, PPG Industries, Pennsylvania Lottery, Rallies / Checkers Restaurants, Rite Aid, Roberta Weissburg Leather, True Value.

MILLER MEESTER ADVERTISING, Minneapolis, MN

CO-CREATIVE DIRECTOR / ART DIRECTOR 1994 to 1996

#### **Responsibilities Include:**

Creating results driven award winning campaigns. Leading and directing all creative staff. Creating my own campaigns. New business leads, RFP's and pitches. Member of the Leadership Committee. Keeping strong client relationships. Teaming with all departments to ensure creative excellence.

**Highlights:**

Launched Farmer Direct brand flour and sugar, direct from the farmers co-op using full multi-media. Launched Steel Herbicide and won advertising Best of Show at NAMA. Helped win the Larson Storm Door business. Won the Minneapolis Marathon poster design contest.

**Clients-** 3M, American Cyanimid, Crystal Sugar, Dorskosil, Embers Restaurants, Farmer Direct, Larson Storm Doors, Multifoods, Pioneer, Wilson Tools.

SAATCHI & SAATCHI, Rochester, NY and NYC  
ASSOCIATE CREATIVE DIRECTOR 1991 to 1994

**Responsibilities Include:**

Creating results driven award winning campaigns. Presenting and selling the work. Maintaining excellent production value in all media. Responsibility to the budget. Leading and managing younger creatives.

**Highlights:**

Won the DuPont Image business and created the "Inventors" TV campaign shooting over 8 spots. Won many industry awards for DuPont, Kodak and Champion Clothes. Helped many clients grow their business.

**Clients-** AT&T, DuPont, Kodak, Marine Midland Bank, Ocean Spray, Rochester Telephone.

YOUNG & RUBICAM, NYC  
SR ART DIRECTOR 1989 to 1991

**Responsibilities Include:**

Coming up with great ideas. Executing the work flawlessly in all media. Winning awards. Developing client and new business presentation skills.

**Highlights:**

Created a multi-media campaign for the US Army during Desert Storm. Launched a skin free chicken for KFC. Won many creative awards internally and nationally. Earned great respect as an idea person.

**Clients-** AT&T, CB Brandy, Heublien: Cuervo Tequilla, Holiday Inn, Jell-o, Johnson & Johnson, KFC, Kodak, US Army.

SAATCHI & SAATCHI Rochester, NY  
SR ART DIRECTOR 1985 to 1989

**Responsibilities Include:**

Coming up with great ideas. Executing the work flawlessly in all media. Becoming an agricultural advertising expert. Making sure the work gets results.

**Highlights:**

Created many campaigns in multi-media. Won many national awards. Helped many clients grow their business.

**Clients-** Champion Clothes, DuPont, Kodak, Pfizer, RT French.

LYONS INC, Wilmington, DE  
ART DIRECTOR 1982 to 1985

**Responsibilities Include:**

Coming up with great ideas and executions. Providing creative solutions within just a few hours. Building client relationships.

**Highlights:**

Helped win the WL Woolrich advertising account with a great idea. Won many awards. Earned respect as a great designer. Helped many clients grow their business.

**Clients-** Bank of Delaware, DuPont, ICI Americas, WL Gore & Associates, Woolrich.

**COLLEGE INSTRUCTOR**

DUQUESNE UNIVERSITY, Pittsburgh PA  
REPEAT GUEST LECTURER - on ideation and trends in advertising and marketing

POINT PARK COLLEGE, Pittsburgh PA  
COURSE INSTRUCTOR - Creative Communication in Advertising

WILMINGTON COLLEGE, Wilmington Delaware  
COURSE INSTRUCTOR - Advertising Art and Design 1

**EDUCATION**

ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY  
BFA, COMMUNICATIONS, GPA 3.96 / 4.0

FARMINGDALE TECH, Farmingdale, Long Island  
ASSOCIATES, ADVERTISING ART & DESIGN, GPA 3.98 / 4.0

**Contact:**

Home: 585-266-4360  
e-mail: [ideas@ronsullivan.net](mailto:ideas@ronsullivan.net)  
Creative Samples: [ronsullivan.net](http://ronsullivan.net)