

MAX JEROME RESUME

RECENT HIGHLIGHTS

Conceived and developed a global campaign for the Walt Disney Company that increased awareness and ticket sales substantially at Disney Theme Parks worldwide. Have the ability to work with A-List celebrities, Photographers, Directors and Artists to achieve the highest levels of effective Advertising and Marketing materials. In 2007, ran a successful proactive pitch for the VerizonFios business estimated at 120 million.

Recently hatched the idea of having McDonald's, McCafe specialty coffees become the official coffee of the 2009 Mercedes-Benz Fashion Week. Taste makers, fashion elites, consumers and the press took serious notice. As a result, McCafe awareness has grown significantly.

Have managed or played a critical role in numerous new business pitches while a full-time AD/CD or freelance AD/CD. Have proven ability to guide the day-to-day duties of multiple creative teams on varying sizes of existing business or new business.

Very hands-on creative leader and strategic thinker who can set the tone by doing the work himself and who also enjoys working in a collaborative fashion with team members of all disciplines.

FREELANCE CREATIVE DIRECTOR 2007 - PRESENT

Agencies: Arnold NY, Euro RSCG, The Burns Group, Publicis Modem, Gardner-Nelson Partners, Lowe & Partners, Translation Advertising, and Cult360 Branding Clients: Alli, Hershey's, Comcast Small Business, Vonage, Bank of Mexico, Cablevision, McDonald's and Bella Sera Wines. Direct to Client Assignments: PepsiCo, NBC Universal/USA Network

MCGARRYBOWEN CREATIVE DIRECTOR 2005 - 2007

Disney Theme Parks, VerizonFios, JP Morgan Chase

FREELANCE CREATIVE DIRECTOR 1996 - 2006

Agencies: McGarryBowen, Euro RSCG, Y&R, JWT, Publicis, Berlin Cameron & Partners, Saatchi & Saatchi, BBDO, Wieden & Kennedy NY, Gardner-Nelson Partners, Rush Media, McCann, Siegel Gale, Brand Buzz, Arnold NY, Concept Farm, DCA, TWBA Chiat/Day, and Ammirati Puris Lintas. Clients: MasterCard, Hallmark, Ford, MCI, ESPN, CNN, Chivas Regal, Unilever Brands, UNUM, Kohl's stores, Kellogg's, General Motors, The Coca-Cola company, Dow Chemical, Lehman Bros., Netjets, LG, Glaxo Smith Kline, Bermuda Tourism Board, Bank of NY, Cablevision, Canon Cameras, and Sara Lee.

KIRSHENBAUMBOND & PARTNERS CREATIVE DIRECTOR 1994 - 1996

Blimpie International, CNBC/America's Talking, Snapple Beverages

AWARDS

One Show, Art Director's Club, Addy, Clio, Hatch Award

SKILLS

Photoshop, Illustrator, InDesign, SiteGrinder (Web design & Programming Application)