

DAVID W. FERRIS

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MARKETING COMMUNICATIONS EXECUTIVE

Award-winning executive with proven success planning and delivering multi-channel marketing projects, from traditional direct mail to digital communications that generate sales growth and increase client loyalty. Effective manager and expert in utilizing a consultative approach to win new business and develop partnerships. Track record of creating and executing programs with solid returns on investment.

- Insightful, creative, and sought after for generating unique and innovative ideas and solutions to complex communications problems.
- Proven leader with an innate ability to find and develop talent, inspire teams to top performance, and create environments of collaboration and teamwork.
- Influential and instrumental in winning and executing multicultural projects targeting Hispanic and African American populations.
- Combines a theoretical background in educational technology and training needs assessment to create award winning traditional and interactive media campaigns.
- Proficient in German and French.

Areas of Expertise Include:

Business Development & Client Relations
Project & Operations Management
Strategic Planning & Consulting
Software Development, Web Design

Team Leadership & Management
SEO and Connection Marketing, Branding
Event Marketing, Public Relations
Marketing Collateral & Technical Writing

M.A. Educational Technology Leadership, George Washington University (2010)

PROFESSIONAL EXPERIENCE

IRONWHEEL WORKS, INC., Chicago, IL

2003-Present

Freelance Communications Consultant

Founder and manager of consulting services company providing creative marketing services to advertising and marketing agencies including direct mail and direct marketing, writing, web design and media planning. Photographed portraits for corporate and social media contexts in Facebook and LinkedIn.

- ❖ Currently serving multiple clients including Kdees Coffee/Killerbeans.com, NationalMemoryProject.com, Rabin Research and SEO startup. Zerys.com 4-star content provider.

RJDALE ADVERTISING & PUBLIC RELATIONS

2005-2011

Chicago's 2nd largest multicultural communications consultancy with 25 employees and billings of ~\$20M.

Creative Director

Direct the creative development and production of agency output including all media (TV to print), direct mail, events, and internet with seven direct reports. Technology ambassador participating in strategic planning and enabling agency to capture new business and expand. Oversee production for high profile accounts including multicultural, public relations, and event marketing for Jewel-Osco and Nielsen.

- ❖ Earned trust and respect from the Illinois Lottery while managing all projects, including broadcast POS and digital communications, for two years while the agency was the General Agency of Record for this \$15M account.
- ❖ Co-founder and VP Creative/Tech of the Dale & Smith Digital Signage Division, utilizing knowledge of new technologies and enabling the agency to credibly pursue production on new business government contracts with top defense contractors Northrup Grumman and Cisco.
- ❖ Instrumental in business wins including multicultural database-driven marketing for Starwood Hotels, Hispanic event marketing for Turtlewax, and web marketing for Clickaround Chicago.
- ❖ Turned a hostile and adversarial work environment in the Creative Department to one of collaboration and established a formal review policy clarifying expectations and goals.

J. WALTER THOMPSON, Chicago, IL

1996–2003

The world's best-known marketing communications brand with 200+ offices in over 90 countries.

Sr. Partner, Group Creative Director (1998–2003)

Creative director (1996–1998)

Hired to expand organizational capabilities beyond traditional T.V. advertising and promoted to Senior Partner, Group Creative Director within two years. Oversaw creative strategy development and execution of all agency sales promotions and retail print. Founded and led JWT Digital Chicago for 5 years. Accountable for cost control of production hours for teams of up to 12 freelancers. Recruited and directed talent.

Success with Midas and Princes Cruises led to additional assignments on corporate accounts including Motorola, Blockbuster, Kraft, and Nestle.

- ❖ Created innovative solutions for clients including Magazine/FSI hybrid for Kraft, Oscar Mayer Kids' Club Online, Helene Curtis HairOmeter
- ❖ Awarded web design and development projects from major clients including Kraft, Oscar Mayer, Heinz Pet Foods, Haagen Dass, and Helene Curtis by including fundamentals of direct marketing in all proposals—recognized as the most productive team in the agency.
- ❖ Group won the most interactive awards of all WPP companies worldwide during tenure.
- ❖ Transformed the agency into a more integrated enterprise by relentlessly fostering an inclusive spirit across all disciplines, building collaboration and demystifying internet marketing.

DDB NEEDHAM "The Works" Chicago

1994–1996

Associate Creative Director, Integrated Marketing Group

- ❖ Propelled the Integrated Marketing Group from zero to a top five Direct Marketing shop in Chicago earning multiple awards from the Chicago Association of Direct Marketing within the first two years.
- ❖ Led the strategy and execution winning new business from CompuServe and Wisconsin Energy. CompuServe package beat CompuServe's long-standing control for small business acquisition.
- ❖ Recognized with letter of commendation by Ameritech Client as the agency's "best account representative."

EARLY CAREER HISTORY

Associate Creative Director, LEO BURNETT

- ❖ Conceived the "Not your father's Oldsmobile" slogan.
- ❖ Won the Gold Caples Award for Oldsmobile 88 LSS 100,000 mile campaign.
- ❖ Created strategy and execution of an outreach program helping United Airlines recapture ~\$1B in federal government travel.

Held various advertising positions in New York City developing creative campaigns.

- ❖ Notable accounts included Campbell's Soup, Life Cereal, Underalls, IBM Federal Systems, Alfa Romero, Arthur Young, Chase Bank, and Oscar de la Renta Fragrance.
- ❖ "Face Invaders" Oxy5 commercial boosted sales 150%.

EDUCATION & PROFESSIONAL QUALIFICATIONS

Master of Arts, Educational Technology Leadership, George Washington University, Washington, DC
Coursework in Corporate Learning & Training

Advertising Concept & Design Studies, School of Visual Arts, New York, NY
Computer Science Studies, Boston University, Boston, MA

Bachelor of Arts, German Literature, cum laude, University of Massachusetts, Amherst

Professional Affiliations: American Society for Training & Development (ASTD), ASTD Training Workshop;
Chicagoland Chapter of the American Society for Training & Development (CCASTD)

Computer Skills: Adobe InDesign, Photoshop, Dreamweaver, Captivate; Microsoft Word, Excel, PowerPoint