

415.461.5068 | office
415.680.8201 | cell
Greenbrae, California
johnpolachek@gmail.com

Heavy experience leading creative teams and product management in the creation of advertising and branding solutions in print, broadcast and the digital space.

QUALIFICATIONS SUMMARY

- 25 Years of experience in developing successful advertising and branding campaigns for a diverse list of clients covering nearly every market segment.
- Proven track record of management and mentorship of creative teams large and small.
- Ability to work successfully on both sides of the creative process, art direction/design and high level copywriting.
- Produced award winning work in print, broadcast and digital mediums.

SKILL SUMMARY

- Creative Direction
- Creative team management & mentoring
- Art Direction/Design
- Project management
- Copywriting
- Strategy, naming and nomenclature

PROFESSIONAL EXPERIENCE

VP, Creative Director, Wovenmedia 2010-present

Founded a new company with two former PRN executives. Helped create our product (a software app that allows anyone to run their own media network by pushing video content to any web-connected screen), branded the company from the ground up, including website, product design (web portal), all investor, sales, and content partner materials. Currently managing a creative team of three contractors.

VP, Creative Director, connectiVISION Networks 2009-2010

Launched an entirely new digital-out-of-home TV network targeting the health care industry. Named company and product lines, and rebuilt every facet of the brand. Oversaw the creation and implementation of all original on-air programming content and all corporate communications including website, user interface, national print and broadcast advertising, and trade show booth. Managed a creative team of three employees and two consultants.

Group Creative Director, PRN (Premier Retail Networks) 2002-2009

Responsibilities included overall broadcast design and strategic direction of five Hi-Definition retail television networks, Wal-Mart HD, BEST BUY HD, Costco HD, Circuit City HD and SAM'S CLUB HD. Led the creative team in the creation of original advertising content for clients and retailers, and educational content focused on selling the benefits of HDTV. Creative lead on all of PRN's own branding, advertising and marketing campaigns. Managed a creative team of five.

Instructor, Academy of Art University San Francisco 2001-2002

In between engagements at marchFIRST and PRN, I spent three semesters at the Academy of Art University in San Francisco teaching a Master's level Interactive Advertising course, Intro to Art Direction, and Advanced Photoshop/Illustrator.

PROFESSIONAL EXPERIENCE (continued)**Group Creative Director, marchFIRST** (formerly USWeb/CKS) 1999-2001

Group Creative Director on the VISA U.S.A. account, leading all of VISA's integrated marketing efforts. Designed and supervised projects across a wide variety of mediums including visa.com (VISA's consumer website), VISA's intranet and extranet, print and web advertising campaigns, product branding, point of sale and promotional programs. Managed a team of eleven designers, art directors and copywriters.

Owner, Creative Director, Powerhouse Images 1994-1999

Created advertising, graphic design, environmental design, and web design, for a wide variety of clients including Arthur Andersen, Il Fornaio Restaurants, KFOG 104.5 FM, Lark Creek Inn and Cafes, The Osher/Marin JCC, Pacific Design Center, Pluto's, Workrite Ergonomics, and Wild Oats Markets.

Senior Art Director, Saatchi & Saatchi Pacific 1993-1994

Created award winning print advertising for Hewlett Packard printers and scanners.

Senior Art Director, Young & Rubicam San Francisco 1989-1993

Created print and television advertising for Breyer's Ice Cream, Chevron, Brita Water Purification Systems (Clorox), KYA 96 FM, Hidden Valley Foods (Clorox) and the Idaho Potato Commission.

Art Director, Young & Rubicam New York 1985-1989

Created award winning print and television campaigns for AT&T, Adidas, Dr. Pepper, General Foods, Gillette, KFC, and the U. S. Postal Service. Won a Cleo for a Goodyear Tire & Rubber Company TV campaign.

Honors & Awards: An Andy, two Addys, the Art Directors Club of N.Y. One Show, an Effie and a Cleo. My work has also been displayed in Art Direction Magazine, Print Magazine, Sign-of-the-Times Magazine, and the Creativity Annuals.

Board Member: The Playhouse in San Anselmo, Marketing Committee Chair.

Education: Art Center College of Design - Pasadena California
Graduated with honors in 1984.

Contact: JOHN POLACHEK | CREATIVE

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