

RORY W. BOLEN



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CAREER

Summary: 20 plus years of experience with mid-to-large ad agencies (Chicago/Phoenix). Working on both consumer and B2B markets for small-mid-sized companies to Fortune 500 clients including: **AOL, ABC News, AT&T, Domino's Pizza, ExxonMobil, Pizza Hut, Playboy, LA Gear, Sears - Craftsman, Home Depot, Ralston Foods, Quaker Oats, Gatorade, Huffington Post, Moviefone, Sporting News, Sunbeam, Disney Cruise Line**, etc.

Developed a diverse background with senior-level responsibilities that included: Account - Project - Brand Management, Agency Strategic Creative: Art Direction, Copywriting, Branded Content, Video/Broadcast Production, 3D Animation - VFX - Motion Graphics, Viral Marketing/Entertainment, Direct-Mail Campaigns, Product - Brand Naming, Store Branding, New Product - Website Launch, Online-Digital Interactive Banners, Sales Promotions, Pre-press Print Supervising, Media Planning/Buying and Trade-Show - Special Event Coordination, Augmented Reality Ads and Social Media Projects - Campaigns.

Specialty Markets: Youth Marketing (Gen X to Millennials/Echo Boomers to iGeneration), Sports Marketing and Franchise Restaurant Marketing.

EXPERIENCE

Bad Monkey Circus Ad Agency - Div. of BMC Worldwide

Creative Director - Copywriter - Producer - Project Manager -- May 2005 – Present

Founded an award-winning boutique-style advertising agency for both consumer and B2B markets from Fortune 1000 clients to small mid-sized regional businesses. Developed creative for everything from a new product launch to web-video content to a full-scale advertising campaign with digital and traditional media.

Directed all day-to-day agency operations and majority of the creative output. Managed in-house staff ranging up to 15 with an additional talent pool of 30 plus.

Engineered BMC's PRO Controlled CrowdSource™: This unique agency business model was pioneered by BMC, this industry original was the industry first and one of only two in the country.

Oversaw Creative Directors/Project Managers which utilized a PRO Controlled Crowd Source approach (Industry Pro's - all under contracts/NDA's - w/ previous work history) which they assign "XX" number of creatives to the assignment based on the client budget and deadline. This talent pool teams create "X" number of concepts at their normal day-rates or project-hourly with an option to submit even more ideas for the chance of winning a sizable cash bonus if their concept is chosen and produced by the client. They are also given the opportunity to stay on the project through full production to see it through to the end for additional work and billable hours. Providing top talent with less overhead.

Within the first year of the agency launch, landed **AOL (Time Warner - Verizon Communications)** accounts and on-going project work for **Domino's Pizza, Disney Cruise Line, PetSmart, Huffington Post, Moviefone, Sporting News, TechCrunch**, etc. with billings just under \$3 million.

National Restaurant Association - HEI Expo

Marketing Consultant - Account Mgr. - Convention Div. - October 2000 – May 2005 - Chicago, IL

Originally contracted for project consulting then hired on as senior management. On-going sales and marketing projects: sponsorships/trade show exhibits including the concept, creation and launch of the Franchise Pavilion for the National Restaurant Show. Negotiated promotions and sponsorships with Fortune 1000 and other top industry companies. Additional trade shows - sales and marketing consulting: National Association of Realtors, American Association of Diabetes Educators, Supercomputing, MGFest, SIGGRAPH, etc.

Westword Ad Agency - DRGI Group

Founder - Creative Director – Copywriter -- February 1993 – March 2000 - Phoenix, AZ -- Founded a strategic creative ad boutique that won several awards including a Gold Telly for a **LA GEAR** TV spot (back-to-school campaign). Directed creative and managed project work (print, promotional, packaging, direct-mail) for clients: **ABC News, Sears - Craftsman, Gatorade, Home Depot, Quaker Oats, Ralston Foods, Rand McNally, Rosebud Restaurants and Sunbeam**. Contracted creative work off-site from other advertising agencies. Due to a family illness - sold the agency to later form Bad Monkey Circus Worldwide in Chicago.

Jack Levy & Associates - Calmark Group Chicago

Account Executive -- May 1990 – February 1993 - Chicago, IL -- AE on regional **Pizza Hut** account managing media, creative and franchisee/company relationships - \$6 million advertising budget for broadcast, sponsorships and direct mail. Created and developed in-store promotional material for NCAA - Final Four - Indianapolis market. Transferred to manage the day-to-day client relations and direct mail campaigns for key client accounts: **AT&T, Mobil, Playboy and RR Donnelley** (largest direct-mail campaign to Japan from USA at that time).

EDUCATION

Columbia College Chicago - BA, Marketing Communications/Television

The Second City Training Center - Chicago, IL - Comedy Writing Program • DSS Film School - Los Angeles, CA

HONORS

Downtown Aurora: Elected: Marketing Chair and Board of Directors

Gold Telly Award: LA GEAR :30 TV Spot

SummitInternational Awards: Single Medium Campaigns

And many more... Blah, blah, blah... I'm kinda good. Cheers!

