



RORY BOLEN - Creative Director

Copywriter - Project Manager - Producer

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Creativity is NOT a Commodity!™ My words, ideas, and creative artwork have gotten millions of views and listens worldwide. From Print, TV, Radio, and Online to Times Square billboards to full-page New York Times to a Dominos Super Bowl ad to influence a Prime Minister election victory in Canada. I've been lucky enough to win several industry awards(19) and helped sell to the masses in almost every product/service category possible.

Have plenty of Fortune 500 experience, including ghost creative with NDAs for clients/brands and agencies. Still, I'm most proud of my work and results for smaller brands and medium-sized underdog companies chasing and overtaking the market leader. I'd rather outsmart than outspend the competition.

CAREER HIGHLIGHTS:

- 15 plus years of award-winning, innovative, strategic, creative experience as **the Underdog Brand Advocate**
- Orchestrated creative projects and campaigns to consumer & B2B markets for Fortune 500 clients: **ABC News, Home Depot, Cap'n Crunch, Gatorade, Domino's Pizza, ESPN, Huffington Post, Pizza Hut, Moviefone, Craftsman, TechCrunch, Quaker Oats, Warner Media-AOL-Verizon, National Restaurant Association**, etc.
- Accidentally sold a community bank, which, with award-winning anti-big bank ad campaigns, increased in value by \$13 million, leading to a mega-bank acquisition
- Built in-house creative department - video production departments from scratch
- Engineered and launched small-to-mid-sized ad agencies in Chicago/Phoenix/Los Angeles
- Pioneered the industry's first creative crowdsourcing agency, and the business model later forged the industry-famous Victors & Spoils agency

Developed a diverse background with senior-level responsibilities that included:

- Account/Project Management • Brand/Agency Strategic Creative Direction • Copywriting
- Video/Broadcast Production • Product Naming • Store Branding • Acquisition Marketing
- New Product - Website Launches • Sales Promotions • Touchpoint Mapping/Audits
- Social Media Campaigns • Trade Show - Special Event Coordination • Omni-Channel

Specialty Markets: Strategic Creative - Brand Entertainment for Food-Tech Delivery

- Start-Up Consulting • Youth Marketing • Sports Marketing • Franchise/Restaurant Marketing
- Convention and Tourism • Bank-Mortgage Markets • Blue-Collar Consumers
- Fearless Underdog Brands

EXPERIENCE:

Allied First Bank / Director of Marketing

Creative Director - Project Manager - Content Creator - Copywriter

FEB. 2020 - FEB. 2024, OSWEGO, IL

- Helped increase the bank's value by \$13 million, which led to a big bank acquisition
- Developed a new marketing strategy, repositioned, and rebranded this Chicagoland bank
- Launched all-new ad campaigns; one ad campaign netted \$1.2 million in revenue alone

- Wrote, produced, and directed radio spots - Telly award-winning TV spots (4)
- Targeted the 18-24 demo youth-market segment with a 63% increase in new accounts
- Inaugurated a H.S. scholarship and Too Good Tuesdays - Random Acts of Kindness programs
- Increased bank market exposure, website traffic, and social media audience size tenfold
- Originated an omnichannel strategy with a touchpoint mapping audit process
- Created the brand's holistic approach to every customer touchpoint across channels, with consistent, cohesive customer experience across digital and brick-and-mortar touchpoints

“Wore Many Hats - Acted as a One-Person Ad Agency”

Responsibilities included:

- Strategic Creative Direction - Brand Vision and Voice
- Copywriting – Ads/Social Media Content TV/Radio Broadcast Scripts
- Media Planning – Buying - Ad Media Traffic Coordinator
- Social Media – Content Creation – All Placement - Facebook/Twitter/LinkedIn/Instagram
- New Website Build/Launch - Front-End Website Developing
- Promotions - Special Event - Sponsorship - Radio Promos - Street Team Coordination
- PR/Media Relations – Writing Press Releases – Industry Panel Speaker
- TV/Radio/Video/Podcast - Editor/Writer/Producer/Director
- Talent Casting Coordination, including VO's



Bad Monkey Circus Agency / Founder - Creative Director - Project Manager MAY 2005 - PRESENT, AURORA, IL - CHICAGO, IL

Founded a boutique-style creative agency catering to B2C & B2B markets – from Mom & Pop shops to Fortune 1000 clients

- Directed all day-to-day agency operations, creative, and new business development
- Built a creative team environment and managed workflow and priorities for multiple projects
- Wrote the majority of the agency's creative workload for most ad campaigns
- Developed a team of cross-functional utility players for workflow and smaller budget purposes
- Directed brainstorming meetings and creative sessions - shaping brand standards and creating procedures to ensure all products are brand-appropriate
- Maintained client database of all clients and maintained creative production budget records
- Regional media planning-buying for digital-traditional clients with less than \$1 million budgets

Talent Management Responsibilities:

- Recruited national creative talent and built a boutique agency with an in-house staff of 15
- Engineered an Ad Industry-First: PRO Controlled CrowdSource™ agency business model with an additional talent pool of 100 plus creative specialists. This agency model was adopted 2 -years later, by the industry-famous Victors & Spoils in Boulder, CO.

Within the 1st year of the agency launch: landed **Warner Media-AOL-Verizon** (27 Websites - Subsidiaries) Plus project work: **Domino's Pizza, Disney Cruise Line, PetSmart, Huffington Post, Moviefone, Sporting News, TechCrunch**, etc.

Producer: Broadcast TV/Radio and Video Production

Responsibilities:

- Facilitated and supervised the production process, from ad concepts to the final script, cast talent, hired production staff, and oversaw final edits
- Secured creative vendors - kept production ops on target with schedules and budgets
- Wrote, directed, produced, cast, and developed creative concepting

- Bid jobs, estimated costs, executed and delivered on time
- Demonstrated leadership mojo to get a team moving in the same direction
- Focused on details while keeping an eye on the big picture - brand vision and voice
- Anticipated small-budget problems with backup plans and resolved all conflicts diplomatically

Go Westword Agency - DRGI Group / Founder - Creative Director - Copywriter
FEBRUARY 1998 - MARCH 2020, PHOENIX, AZ - LOS ANGELES, CA

Founded award-winning creative ad boutique, later converted to a brand entertainment agency

- Won Gold Telly for a back-to-school TV spot for an iconic global athletic shoe brand
- Wrote copy, directed creative, and managed the majority of agency workload (print, promotional, packaging, shopper marketing, direct mail, TV, radio, digital)
- Attained creative work from other agencies: **AT&T, ABC News, Playboy, Craftsman, Gatorade, Quaker Oats, Pizza Hut, NCAA - Final Four, Ralston Foods, Rand McNally, Rosebud Restaurants, RR Donnelley** (largest direct-mail campaign to Japan from the US)

EDUCATION:

Columbia College / Bachelor of Arts, Marketing Communications
CHICAGO, IL

The Second City Training Center / Comedy Writing Program
CHICAGO, IL

DSS Film School / LOS ANGELES, CA

HONORS:

Downtown Aurora Board of Directors: Elected Marketing Chair

Gold Telly Awards: Iconic Athletic Footwear :30 TV Spot - Back-to-School Campaign
Allied First Bank - "Banking AF" and "Loan Ranger," "Banking @ the Speed of Life," etc.

Summit International Awards: Single Medium Campaigns

Plus, several others were won by clients who submitted to the association or industry-specific award shows.

Some Small Talk Items With This Schmuck and "Not Another Rory Story":

Bulldogs (Roxxy & Rebel Rebel), Jeeps, Baseball, Broadway, and a couple of cross-country motorcycle trips, ran with the bulls in Pamplona, performed on stage at the Moulin Rouge in Paris, lived in Hollywood and worked in the entertainment industry, etc.

Rory William Bolen - Creative Director

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