



## **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, but 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 \$31 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

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## 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 \$31 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

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### **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.



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

### **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)
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## 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

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## 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**

Copywriter - Project Manager. - Producer - Agency Founder

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