

# JUDYTH GREENBURGH / CREATIVE DIRECTOR

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## IN SHORT

I am a creative director.

And like all of us, the things I have seen and done have shaped me personally as well as professionally.

I've traveled the world three times over on assignments. Hobnobbed with billionaires & served the homeless.

I am seasoned yet fresh. I have worked with Fortune 500 & grass roots clients.

I have experience with branding, strategy, communications, concepts & design across all media.

I can direct, manage teams, photograph, film, write, promote, produce & present, while instilling trust and inspiration in both clients and colleagues.

My passion is to make a creative difference.

And, I do love to shake things up!

I hope my experience and passion fits your needs.

## IN DEPTH

### Freelance Creative Consultant | 2009 - Present

Maintaining an international portfolio of clients from start-ups to Fortune 500 clients:

- Art Director at Lone Pine Film History Museum for 5yrs: Exhibit design, interpretive writing, PR, branding & advertising.
- Communications director for the Owens Valley Growers Cooperative, Website, Fundraising, Strategy, Social Media.
- Activities Director for Toiyabe, Shoshone Paiute TANF after school program.
- Consultant for Badwater Ultra Marathon, Front Edge Publishing, Project Avary, OVC, Mt Williamson Hostel,
- Teaching film making at Big Sur charter school.
- Docent at the Monterey Bay Aquarium as a guide, specializing in climate change.
- Founded Soul River Studios in Big Sur: a creative community salon, exhibits, events, and workshops ([www.soulriverstudios.com](http://www.soulriverstudios.com))
- Facilitated personal and professional branding workshops: "What's your Motive?"

### Collaborate SF | SF CA | 2005 - 2009

#### Creative Director

- Head of the creative department - responsible for international corporate strategy development, identity & communications.
- Founded the charity [www.CharlesVanDammeFerry.org](http://www.CharlesVanDammeFerry.org): Through events, exhibitions and documentary film, we told story of a local ferryboat built 1976, successfully created awareness and raised funds. We have since saved the ferryboat's artifacts from demolition and currently restoring it for public display in Waldo Point State Park - Sausalito, Marin.

### International Freelance Creative Director/Photographer/Consultant | USA and Europe | 2001 - 2004

- Agencies: Creative Director for Doorn & Roos NL: Strategy & creative direction for advertising, events & MRM.
- Sr Art Director for The Frank Agency, NL: Directing creative work & preparation of strategy for pitch work.
- Senior Art Director at Ogilvy & Mather and Ogilvy One UK, helped create the Dove's women's campaign.

### Anderson & Lembke / McCann Erickson | Amsterdam Netherlands & San Francisco | 2001

#### Senior Art Director

- Part of a core team to create consistency amongst brands and designed many of the agency's PR pieces.
- Transferred to San Francisco - the agency became McCann Erickson, I became VP Associate Creative Director & an American Citizen. Responsible for the management of creative & online projects also loaned on a regular basis to the UK, NL & NY offices.

## WAIT, THERE'S MORE

### Other work experience includes:

Senior Art Director at Young & Rubicam | Amsterdam NL,

Senior Art Director Saatchi & Saatchi Eastern Europe | Germany,

Creative Director at Uniphoto/Pictor International Photo library | London,

Senior Art Director Leo Burnett | London UK,  
Art director Cliff Freeman & Partners | NY,  
Art director Saatchi & Saatchi | London UK.

## SHINY OBJECTS

- D&AD: Club 18-30 (Press), Conservative Party (Press & Poster), Sherley's Pet Care (Press), Silk Cut (Press & Poster) -, Samaritans (Press & Poster)
- TRAVEL AWARDS: British Airways: Overall Gold & Best Color Press Campaign, CAMPAIGN: Silk Cut (Press & Poster), Samaritans (Press & Poster)
- EURO BEST: UK Charity Lotteries (TV) - 1991, TIME OUT: Travel Photographer of the year , GOLDEN LOEKIE & ACDN:, KLM, Energie efficiency (TV, PTT (packaging)
- CANNES LION: Acuvue TV (shortlisted), BRITISH TELEVISION AWARDS: Acuvue,
- EXPOSURE AWARD: Still life photo exhibited at the Louvre- Paris, France - 2015.
- INTERNATIONAL COLOR AWARDS - Honorable Mention - 2016

## SUMMARY OF SKILLS

CREATIVE DIRECTION from strategy & concept to design and final output (print, film, TV, radio & web.) client presentation, designing, team leader, public speaking. ART DIRECTION: photography, filming, writing, illustration, logo design, exhibit design & interpretation; ART BUYING & PRODUCING: sourcing, budgets, directing. Illustrators, photographers, printers & contractors; TEACHING: workshop leader & guide; PR & EVENTS: director, producer, fundraiser, and coordinator.

## SOFTWARE

Adobe Creative Suite: (Photoshop, In design, Illustrator, Flash, DW); Final Cut Pro; Microsoft Office (Power Point, Word, Excel)  
Apple and PC savvy

## ALMA MATER

Distinction in Art Foundation: BA Honors Degree in Design for Communication Media - Manchester University, UK

## THE REST

Story telling, scuba diving, sailing, travel, geometric sculpture, horse riding, film, karaoke, fire dancing, playing banjo, marine biology (I was a docent for Monterey Aquarium), throwing large costume parties, recycling junk into art, creative problem solving, inventing, and a whole lot of laughing.

**CLIENT LIST****Alcohol:**

Amstel  
 Brothers Brewery  
 Bols  
 Castlemaine XXXX  
 Schweppes  
 United Breweries  
 Zatec Beer

**Beauty/ Fem products:**

Ariel  
 Always  
 Clearasil  
 Cosmetic Counseling  
 Cosmetic Support  
 Dove  
 Head & Shoulders  
 Ivory  
 Max Factor Europe  
 Oil Of Olay  
 Pampers  
 Sally Hansen  
 Supercuts  
 Vidal Sassoon

**Cars:**

British Petroleum  
 Land Rover  
 MG Rover  
 Skoda

**Charities/ Non-Profits:**

Farms for City Children  
 London Fire Brigade  
 Lone Pine Film History Museum  
 Metabolic Studio  
 NSPCC  
 Owens Valley Growers Co Operative  
 Owens Valley Committee  
 Project Avery  
 The Samaritans  
 YMCA SF

**Cigarettes:**

Davidoff  
 Silk Cut (Gallagher)  
 Sobranie  
 West

**Fast food:**

Albron Catering  
 Jamba Juice  
 Little Caesars  
 McDonald's  
 Wendy's

**Financial:**

Bradford & Bingley  
 Ernst & Young  
 Franklin Templeton  
 NCR

**Holistic:**

CIIS  
 Clarus / Q-link  
 Esalen  
 IONS (Institute Of Noetic Sciences)  
 Kabbalah Center SF  
 Link Tv  
 One Taste  
 Shen Therapy

**Gambling:**

UK Charity Lottery

**Government:**

COI Energy Efficiency  
 The Conservative Party  
 Energie Ned: Efficiency

**Kids:**

Gamespot  
 Intertoys  
 Lego  
 Le Jardin  
 Mattel  
 Venco  
 Venz

**Newspapers / Media:**

CEM Productions  
 Daily Star  
 Front Edge Publishing  
 HBO Comedy Channel  
 Mills & Allen Billboards  
 The Times

**Packaged Goods:**

Ariel  
 Cereal Partners  
 Delmonte  
 Kellogg's  
 Nescafe  
 Nestle  
 Perrier Europe  
 Snickers

**Pharmaceutical:**

Acuvue  
 Flixonase  
 Johnson & Johnson  
 Karvol  
 Novogen Red Clover  
 Zantac

**Technology:**

Agilent  
 Canon  
 Cisco  
 Hewlett Packard  
 IBM  
 Macrovision  
 Microsoft  
 Motorola  
 PTT  
 SGI  
 Seagate  
 ShoreTel  
 Tektronix

**Travel:**

British Airways  
 British Rail  
 Exodus  
 KLM  
 United Airlines

**AGENCIES**

Anderson & Lembke: NL & USA  
 BMP: UK  
 BBDO (FHV): NL  
 Cliff Freeman & Ptnrs: NY  
 Collaborate: SF  
 Doorn en Roos: NL  
 Foote Cone & Belding: UK  
 FCO  
 Frank Agency: NL  
 Leo Burnett: UK  
 Lowe Howard Spink: UK  
 Mc Cann Erickson: UK & USA  
 Ogilvy & Mather: UK  
 Ogilvy One: UK  
 Saatchi & Saatchi: UK & Eastern Europe  
 Y&R: NL

**PLACES TAUGHT**

D&AD - London UK  
 Academy of Art SF CA  
 Berkeley University  
 Big Sur Charter School  
 Toiyabe Shashone Tribe

**COUNTRIES WORKED**

UK  
 USA (UK & USA citizenship)  
 Germany  
 Eastern Europe  
 Netherlands

**PLACES WORK HAS REACHED**

Australasia, Europe, Eastern Europe, Far East, India, Middle East, Pacific Rim, USA, UK