

# Russell Bongard

*Man of Letters, Cobbler of Thought*

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**EMPLOYMENT HISTORY** Currently: Gone fishing (for work).

**Red Bricks Media (RBM)** San Francisco, Jan 2009 Nov 2010

Creative Director managing all aspects of the creative department. Clients include **Sony, Estee Lauder, Marvel Comics, Hearst Publishing, American Express, Hitachi, Bank of the West** and **VEVO**.

**Publicis Modem** San Francisco, Dec 2004 Dec 2008

Senior Copywriter on the **Hewlett Packard, Clear Channel, Michelin, Microsoft, Sony** and **Charles Schwab** accounts. Web sites, print, outdoor, radio and broadcast.

**I.D. Society** New York, 2004

Freelance copywriter on the **Starwood** account. Writing promotions and web page content for **W Hotels, Sheraton Hotels, British Airways** partnerships and additional properties.

**McKinney+Silver** North Carolina, 2004

Freelance copywriter on the **Audi, NASDAQ, and Travelocity** accounts.

**Frankel/Arc Worldwide** Greenwich, CT, 2004

**Kellogg s, Philips Lighting** and **McNeil Pharmaceuticals**. Promo writing for sales kits, signage, in-store display and Web.

**Heavy Industries** New York, 2004

Pitch work for a new telecommunications/technology account. Print, broadcast, Web.

**Modernista!** Boston, July 2003 Sep 2003

Freelance copywriter on new business pitches for **Budweiser** and **Sprite**. Broadcast scripts and print campaigns.

**Euro RSCG Circle** Boston, July 2002 July 2003, Associate Creative Director/Sr. Writer

Creative lead for several clients including **IKEA, Verizon, The Campbell s Soup Co., Intelsat**. Responsibilities include leading creative brainstorm, early stage concepting, team management, client presentations, final executions and quality control.

**HUGE** Brooklyn, New York, Jan 2002 Mar 2002

On-site assignments writing pitch/proposal documentation. Assisting with creative concepts for new business. Rewriting all in-house collateral including workbook, case-studies and web.

**I-traffic/AGENCY.COM** NYC, Nov 1999 Aug 2001, Associate Creative Director

Manager of a creative team. Concept developer, copywriter, proofreader, editor and presenter. Creative lead and client contact on all accounts including **Disney, General Motors, Sprint, Discovery Channel, Nokia, British Airways, Columbia House**.

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- AWARDS**
- ADDY Award National**, 2008 Silver, Interactive Media (Micro or Mini Sites): LG Music
  - ADDY Award National**, 2008 Silver, Interactive Media (Micro or Mini Sites):  
LG Iron Man, Inside the Suit
  - ADDY Award National**, 2008 Bronze, Interactive Media (Internet Commercials):  
Turbo Tax Ping Pong Viral Video
  - IAC Awards**, 2008, Outstanding Websites: LG Chocolate3
  - ADDY Award National**, 2006 Silver: Holiday Self-Promo
  - ADDY Award Bay Area**, 2006 Gold: Holiday Self-Promo
  - ADDY Award**, 2006 Bronze: Sony BX VAIO Consumer print ad campaign
  - Macromedia 2003 Max Awards**, Best Branding Experience: Pepperidge Farms Goldfish
  - LIAA Award**, 2003 Winner, Interactive Media: IKEA/unboring.com
  - MIMC Award**, 2003 Best of Show: Pepperidge Farms Goldfish
  - Cannes Lyons Awards**, 2003 Silver Lion: IKEA unboring website

**EDUCATION** York University Toronto, 1994 Bachelor of Arts (Honors), Major: English