

GREETINGS FROM



# PETER MONK CRAIG

CREATIVE ART GUY

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## WORK PLACES

ESP Properties | IEG

1/2016 – 7/2018

Momentum Worldwide

7/2010 – 6/2015

Ogilvy Action

(Now Geometry Global)

5/1997 – 8/2008

Leo Burnett

3/1985 – 5/1994

Freelance between

## CLIENT SHORT LIST

Ace Hardware

AB - InBev

Black & Decker

Brown & Williamson

Callaway Golf

Coca Cola

Corbett Health Connect

Dewars

84 Lumber

Foreign Candy

Fedex

Jenn-air

Jim Beam

Keebler

Kellogg's

Kraft

Maytag

Miller Brewing

Minute Maid

Mondelez

Nabisco

Oscar Mayer

Philip Morris

Polaroid

Sears

7-Up

SC Johnson

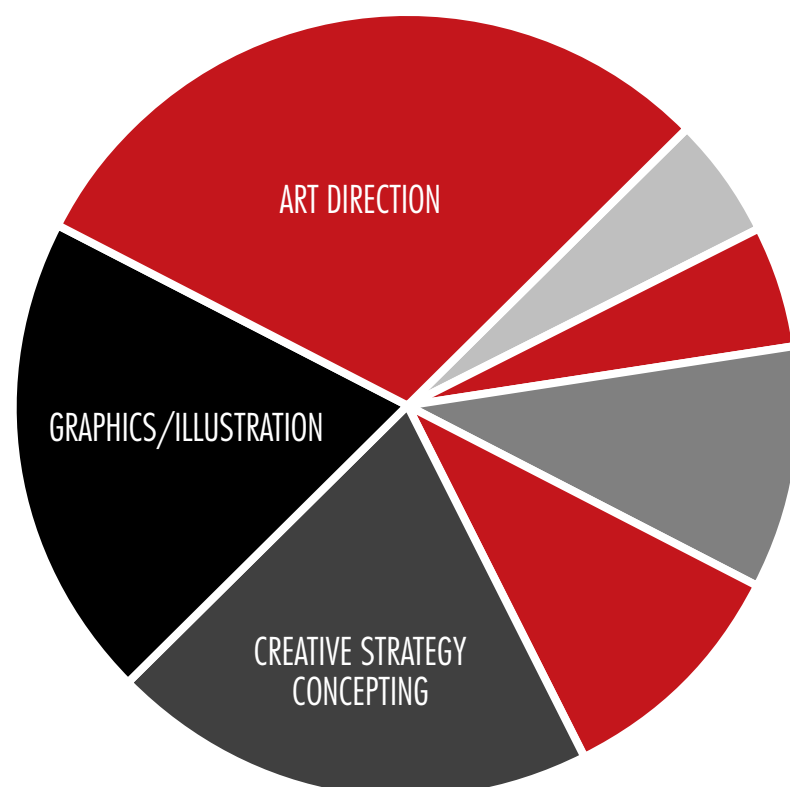
Unilever

United Airlines

U.S. Cellular

84 Lumber

## SKILLS



EVENT PLANNING

VIDEO | MOTION GFX

BRANDING

DIGITAL | INTERACTIVE

## SOFTWARE



## PLAY



## OVERVIEW

- Creative oversight at an executive level from strategy to communication refinement to execution
- Proposal development for new business response with proven record of success (United Airlines, U.S. Cellular, SC Johnson)
- Presentaion specialist with Duarte training
- Results driven leadership and collaboration in agency process and accountability
- Follower of artistic, cultural and design trends
- Proven mentorship to reports, colleagues and clients on creative development process, digital and print
- Passionate event planner both professional and personal

## PHILOSOPHY

Visual engagement is essential to great marketing and targeting to right audience. In my work there is a conscious effort to ensure attention is demanded and eyes drawn with simplicity and efficacy.

## ACCOMPLISHMENTS

Awards from MAAW Globe (Gold), Addy Awards (Judge), Kraft Spectrum Inspiration, Crystal Apple (Japan), Direct Marketing Association of America (Creative Delivery), Recognition from Ad Age, Adweek, Art Direction and Promo Magazines

Graphis Arts Technical Foundation Certificate:  
Digital Print Production

Dreamweaver 101: Oakton Community College

Landmark Forum Graduate

Founder of the Train Surfin' Pub Crawl generating thousands in donations for CBS Anti-Hunger Foundation since 2006.