

Ritchie

RITCHIE B. GOLDSTEIN

385 Farm To Market Road, Brewster, NY, 10509

SVP CREATIVE DIRECTOR / ART DIRECTOR. Experience creatively leading teams at both large and small agencies through every facet of campaign development. Digital, 360, traditional. Worked on a wide range of national accounts in just about every category, including soft drinks, insurance, package goods, fast food, tourism, candy, corporate, and New York's famous Bronx Zoo. Earned some awards along the way as well.

WHERE I HAVE APPLIED THE CRAFT. Y&R NY. 1997-present.
SVP CREATIVE DIRECTOR. Ball Park Brands. Created national campaign "So American You Can Taste It." Lead all aspects of creative development in social, digital, broadcast, print.

GLOBAL CREATIVE DIRECTOR. Dannon Brands. Account Responsibilities included creative development across all brands for both domestic US and European markets. New product development, as well as rebranding of existing products for US consumption.
Heavy client contact up through Chairman.

CREATIVE DIRECTOR. MetLife. Responsible for all creative, domestic and international, from strategy through campaign development. Running all day to day business on account. Heavy client contact. Management of up to 10 teams. Broadcast, digital, social, OOH, B2B, print, radio.

CREATIVE DIRECTOR. Bronx Zoo. Responsible for all creative, print, subway posters, OOH, radio, non-traditional. Management of creative teams and all facets of strategic planning.

CREATIVE DIRECTOR. 7UP. Created "Make 7 UP Yours" campaign revitalizing the brand among its 21 year old target. Achieved 20 year high in ad awareness. Beat the hell out of Sprite, 7UP's main competitor. Cannes shortlist.
Named most liked campaign in the country at the time by USA Today. Made a household name out of Orlando Jones.

CREATIVE DIRECTOR. Gifts.com. Successfully launched Readers Digest first commerce site, Gifts.com. The "Just The Perfect Gift" campaign generated over 30,000 hits a day in the first 3 weeks after launch. Award recognition, London International Film Festival, Andys, Clios.

CREATIVE DIRECTOR. KFC. Created national campaign that brought "The Colonel" back the first time. Record sales growth led to some finger lick'en profits.

OTHER ACCOUNTS WORKED ON INCLUDE: V8, Sony, Dell, AT&T, Burger King, Pepperidge Farm, and Terry's Chocolate.

BATES USA. VP, CREATIVE DIRECTOR. Co-created Texaco "Take It To The Star" campaign that re-invigorated Texaco brand.

CREATIVE DIRECTOR. FootLocker. Lead creative. Supervised up to 5 teams. Took over when account was in review and successfully defended account.

OTHER ACCOUNTS: Cunard, Miller Beer, Avis, British Airways, Campbell's M&M Mars, and Xerox.

AWARDS: ONE SHOW, CLIO, COMMUNICATION ARTS, CANNES FINALIST, LONDON INTERNATIONAL FILM AWARDS, ANDYS, ADDY'S, NEW YORK FILM FESTIVAL.

BFA SCHOOL OF VISUAL ARTS

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