

Oliver Dudley

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415.671.5284

Executive Creative Director, helping brands win people's hearts and habits for 20 years.

Led teams 4-40 at digital start-ups and large full-service agencies, across XD, campaign work, brand ID, and social.

The calm during the crazy, an opportunist for great design (it's a visual culture), and an advocate of the oxford comma (it's the law).



EXPERIENCE

Story, New York

16 - 17 Executive Creative Director

Senior leadership team member. Helped reignite and articulate the agency's purpose, spearheaded an extensive rebrand and social content strategy. Led *The Simpsons* two-week, 24/7 live social channels during TV's longest ever marathon.
Clients: Unilever, FX, Popsicle, ARM, SEI.

mcgarrybowen, New York

13 - 16 Executive Creative Director

Co-led all Marriott brand campaigns (TV, print, digital). Spearheaded four full rebrands within the Marriott portfolio (brand ID, responsive dotcom, still/video shoots, on-property digital & print) • Clients: Marriott, Verizon, Chase, Northrop Grumman.

Organic, San Francisco

11 - 13 Group Creative Director

08 - 11 Creative Director

Presided over the growth of the SF office while part of the senior leadership team. Modernized the creative department, separating and growing both UXD and marcom disciplines. Led the successful \$15MM launch of Bank of America Home Loans during the financial crisis.
Clients: Intel (win), Visa, Walmart (win), Nike, Quaker (win), Kimberly-Clark (win), Bank of America, Hilton Worldwide, Nature's Way Vitamins, McKesson (win), Guitar Center.

Havas, Sydney

06 - 07 Associate Creative Director

Helped engender a higher calibre of creative from the department. Partnered with creative heads on campaigns and pitch wins • Clients: Sony, 3M, Dell Asia Pacific (win), Hutchison 3 Mobile.

Bullseye, Sydney

04 - 06 Creative Director

00 - 04 Art Director

Founding member, promoted to department head. Helped grow one of Australia's leading digital agencies into what is now part of Ogilvy Australia.
Clients: ANZ Bank, News Corp, Blackmore's, Merrill Lynch, Austar TV (win), BMF, Sydney Aquarium, Aussie Home Loans, Toby's Estate, Lion Nathan, Tourism WA.

Fusion, Adelaide

96 - 00 Senior Designer, Team Lead

Employee #1. Helped grow a fledgeling four-person startup into Australia's most awarded digital experience design agencies. Won Asia Pacific's prestigious AWARD Gold Pencil • Clients: Apple, Konica Asia, Uni SA, Faulding, NRMA, APEA.

AWARDS

AWARD

Gold Pencil - Digital
NRMA SHIFT

Effie

Bronze (North America)
Kimberly Clark, Poise

Communication Arts

Rick Bzowy Architect
Bank of America

AGDA

1 Pinnacle
1 Judges Choice
6 Winners

ADMA

Bronze, DM Creative
Bronze, Blackmore's

AADC

3 Silver
1 Bronze

IdN Asia Pacific

1 Winner
2 finalists

EDUCATION

University of
South Australia
BA, Graphic Design
1995