

# RANDY SPEAR

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## CREATIVE DIRECTOR

### SELECTED CAREER HIGHLIGHTS

Exec. Creative Director for past 10 years.

From big brands to small brands. Collateral to commercials, digital, design, Consumer, B2B, Direct Response

Created, directed and produced Enzyte 'Smiling Bob' for Vianda Nutraceuticals. One of the most successful direct response campaigns in its category of the last 15 years. At its peak Berkeley was receiving over 65,000 calls a day generating over \$100m in yearly sales.

According to Bloomberg Business Smiling Bob has become one of the iconic brand characters in recent broadcast history.

Part of the team that launched Fathead, Inc. Responsible for creating brand commercials and brand concept communications.

Worked with some of sports top athletes and teams helping to turn Fathead into the top wall graphic company in the industry.

Have been involved with over 200+ commercials from both the agency and production side.

Directed and/or produced commercial projects in South Africa, Canada, England and Australia for clients that included Coca-Cola, Reebok, Walmart, and McDonalds.

While at Leo Burnett created commercials for the Cheer 'Live Demo' campaign that won over 50 industry awards including a bronze lion at Canne and induction into the advertising section at MOMA.

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### CREATIVE PROFILE & SPECIALTIES

- Cultural visionary, forecaster and brandscaper. Visual problem solver. Storyteller. Director. Motivator. Relationship builder really good at leading a collaborative effort. Not afraid to make the call and get it done.
  - Creative Direction / Creative Strategy / Strategic Brand Development & Engagement / Directing & Content Development / TV, Film, Branded & Commercial / Multi-Platform Campaign Creation / Digital, Mobile / Integrated Media Development / Audience Engagement Strategy / Experiential Marketing / Consumer Insights / Brand Identity / Leadership / Team Building / Mentoring
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### CORE LEADERSHIP COMPETENCIES

- Global Brandscape / Brand Execution
  - Creative Ideation / Concepting / Art Direction
  - Integrated Cross-Platform Marketing Strategies
  - New business Strategy and Presentation
  - Team Building / Mentoring
  - Client Relationship Management
  - Talent Acquisition
  - Operations Management
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### CLIENTS

- Reebok • McDonalds • Procter & Gamble • Sony • Coca-Cola • United • Phillip Morris • Kellogg • BASF • Fathead • Enzyte • Electronic Arts • Alberto-Culver • Noxzema • Samsonite • Pillsbury • Oldsmobile • Walmart • Budweiser • Miller • Fanta • Labatt • Bayer • Pillsbury • Norfolk Southern • Ryder • Blue Cross • Vail Resorts • Paradise Island Bahamas • Shoneys • BeingWell • Berkeley Premium Nutraceuticals • First Union Bank • BellSouth • Orkin • Sunbeam • Payspan • Pepto Bismal • Kraft • CNL • Nabisco • Nesquik • Bumble Bee • Spend HQ • Mitsubishi Electric • MyCelx • Cooper Lighting • Kloeckner Metals • RaceTrac

### HONORS & AWARDS

- Museum of Modern Art (MOMA) • Cannes – International Advertising Film Festival, Cannes, France - Bronze Lion • Clio Awards • International Andy Awards • The One Show • Advertising Age, Best of Year • Adweek Top 50 of Year • International Film and Television Festival NY • New York Festivals TV & Cinema • New York Festivals International Print • London International Ad Awards • AdWeek Top Spots of the 90's • Irish International Film Festival • Effie Awards • Mobius Awards • Atlanta Addy Awards • Chicago Addy Awards • Creativity 26 National Addy Awards • Women in Film and Television • Chicago International Film Festival • Mobius International Awards • 21st Annual Commendation Award

## WORK HISTORY

SPEAR + CREATIVE, Los Angeles & Atlanta - PRINCIPAL: Creative Director / Commercial Director / Consultant

2000 - Present

Short and long-term cross-platform advertising, content development, brandscaping and commercial directing project engagements for new and established brands. Representative engagements include creative projects, commercial directing, new business presentations for both large and small creative groups and clients.

PAYSPAN, INC., Atlanta, GA - Creative Director

2013 - 2016

Brought in by CEO to develop and lead in-house team and outside sources in creating and managing all corporate and strategic communications for Healthcare's leading payment and reimbursement network. Responsible for brand development, web UX/UI development in all digital platforms, product prototypes, visual/video concept and production, graphics and infographic development.

MORRISON AGENCY, Atlanta, GA - SVP/Chief Creative Officer:

2011 - 2013

MyCelx - RaceTrac - Mitsubishi - Spend HQ - Cooper Lighting - Kloeckner Metals - CNL

B2B marketing communications, advertising and brand development for an intelligent audience navigating a complex marketplace. Led a team of in-house and freelance designers, art directors and writers, managing creative operations, agency brand and client creative from concept to delivery. Creative lead on all new business pitches and presentations leading to agency success in landing clients such as MyCelx and RaceTrac.

EXTREMELY LTD. PRODUCTIONS, Los Angeles - Exec. Creative Director / Commercial Director

2003 - 2011

Global B2B advertising & digital marketing communications production house specializing in commercials and music videos for clients such as Vianda Nutraceuticals (15+ products, 40+ commercials) including concepting, copywriting, casting, and all phases of pre- and post-production. Part of the team that launched Fathead Inc.. Responsible for creating brand commercials and brand concept communications. Worked with some of sports top athletes and teams helping to turn Fathead into the top wall graphic company in the industry.

Created, directed and produced Enzyte 'Smiling Bob' for Berkeley Nutraceuticals one of the most successful direct response campaigns in its category of the last 15 years. At its peak Vianda was receiving over 65,000 calls a day generating over \$100m in yearly sales. Bloomberg Business included Smiling Bob as one of the top iconic brand characters in recent broadcast history.

PALOMAR PICTURES, Los Angeles - Commercial/Music Video Director

2001-2003

Directed commercials and film for domestic and international clients such as Coca Cola, Budweiser, Reebok, Oldsmobile, Labatts, Fanta, Bayer, Electronic Arts, Walmart, and Alberto-Culver. Created and directed music video's for Sony Nashville artist - Mary Chapin Carpenter, Son's of the Desert. Also affiliated with: TRAILER PARK FILMS / Director, Toronto, Canada - SCIENCE+FICTION/ Director, Los Angeles - MOTEL FILMS / Director, Los Angeles

LEO BURNETT, Chicago, IL - VP / Creative Director

1990-2000

Reebok - McDonalds - Procter & Gamble - Coca-Cola - Phillip Morris - Kellogg - Noxema - Pillsbury - Oldsmobile - Samsonite

Led and managed a group of nearly twenty writers, art directors and designers that worked on some of the world's top brands. Involved directly with top management in multiple C-level new business presentations. Participated in all aspects of strategic and creative brand development while working alongside industry leading marketing and brand directors. Part of the creative team that created the Cheer 'Live Demo' campaign that won over 50 industry awards including a bronze lion at Cannes and induction into the advertising section at the Museum of Modern Art (MOMA). My work as both an Art Director and Creative Director ranked among the top creative award winners in the two thousand plus U.S. agency

- FITZGERALD & CO. / Atlanta / Freelance: Old Dominion - Nutrilite - Bulwark
- MCCANN ERICKSON / Los Angeles / Freelance, Creative Director: Bumble Bee - Nestle - Nesquick
- GASWERKS / Xtrapolate Communications Group / Creative Director:

Cross platform brand development and packaging including product ideation, intellectual property concepts and execution, and broadcast and cable television programming for niche business personalities. Created, produced and delivered 30+ niche products to Walmart, Target and PetCo.

## EDUCATION

BA / Studio & Art History, MARS HILL UNIVERSITY, Mars Hill, NC

## PROFESSIONAL ASSOCIATIONS EDUCATION

Directors Guild of America (DGA) - Past Member

SAMPLE CATEGORY ENGAGEMENTS: creative director / art director / copywriter / director

| Category       | Client                 | Product           | Role                      |
|----------------|------------------------|-------------------|---------------------------|
| Auto           | Oil Express            | Pride             | Director                  |
|                | General Motors         | Oldsmobile        | Director                  |
| Beauty         | Noxema                 | Noxema            | Agency - CD/AD            |
| Beverage       | Coca-Cola              | Coca-Cola         | Agency - CD/AD            |
|                | Coca-Cola US           | Coca-Cola         | Director                  |
|                | Coca-Cola South Africa | Coca-Cola         | Director                  |
|                | Coca-Cola South Africa | Fanta             | Director                  |
|                | Budweiser              | Budweiser         | Director                  |
|                | LaBatt / Canada        | LaBatt Blue       | Director                  |
| Cellular       | Vodophone / Canada     | Vodophone         | Director                  |
| Corporate      | Walmart / Canada       | Walmart           | Director                  |
| Fast Food      | McDonalds              | McDonalds         | Agency - CD/AD            |
| Food           | Old El Paso            | Old El Paso       | Director                  |
|                | Shoney's               | Shoney's          | Director                  |
|                | Drakes Cakes           | Drakes Cakes      | Director                  |
|                | Dean's Dips            | Dean's Dips       | Director                  |
|                | Kellogg                | Nuttin' Honey     | Agency - CD/AD            |
|                | Kraft                  | Kraft             | Agency - CD/AD            |
|                | Pillsbury              | Pillsbury         | Agency - CD/AD            |
| Health         | Nutrilite / Amway      | Nutrilite         | Agency - AD               |
|                | BeingWell              | Zemelex           | AD/Writer & Director      |
|                | Bayer                  | Aleve             | Director                  |
|                | Chloraseptic           | Chloraseptic      | Director                  |
| Men's Health   | Vianda Nutraceutical   | Smiling Bob       | CD/AD/Writer & Director   |
| Wmn's Health   | Vianda Nutraceutical   | Avlimil           | CD/AD/Writer & Director   |
|                | Vianda Nutraceutical   | All Products      | CD/AD/Writer & Director   |
| Healthcare     | Northwestern Hospital  | Women's Center    | Director                  |
| Household      | Proctor & Gamble       | Cheer             | Agency - CD/AD            |
| Resort         | Vail Ski Resorts       | Vistabahn         | Agency - ACD/AD           |
| Shipping       | Old Dominion           | Old Dominion      | Agency - AD               |
|                | Norfolk Southern       | Norfolk Southern  | Agency - ACD/AD           |
| Sports         | Fathead Wall Graphics  | Fathead           | CD/AD/Writer & Director   |
|                | Reebok - Wmn's         | Yellow Bus        | Agency - CD/AD/Writer     |
|                | Reebok                 | ABL               | Agency - CD/AD & Director |
|                | Reebok - Various       | This is my Planet | Agency - CD/AD            |
| Transportation | Ryder                  | Ryder             | Agency - ACD/AD           |
| Video          | Electronic Arts        | Fleet Command     | Director                  |