

**Michael B. Robertson**  
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**Objective:** I'm passionate about applying my creative skills and experience to help a marketing communications company create outstanding sales- building work for their clients. As an experienced Creative Director and savvy business/strategic thinker, I can lead a team in the creation of breakthrough communications that achieve successful outcomes. Additionally, as a hands-on Senior Writer, I have a proven track record of creating fresh, compelling and effective creative work in any medium.

**Key Strengths:** Excellent copywriting skills in all media; extensive experience supervising, managing and inspiring creative people; strong presentation skills with a knack for being able to "sell" creative work; ability to achieve high production values at all budget levels; extensive new business experience in high profile pitches.

**Experience:**

May 2003 to November 2007	Creative Director Heil Brice Advertising, Irvine, Ca. Accounts: Los Angeles Times, LA Clippers, LA Tourism, Ralphs, Cars.com, Pathmark
September 1999 to October 2002	Executive Creative Director Bates/West, Irvine, Ca. Hyundai Motors, Hyundai Dealers, PacSun
January 1994 to September 1999	Executive Creative Director Bates Worldwide, New York, NY Campbell's, CVS/Pharmacy, Cunard, EDS, Estee Lauder, Foot Locker, Havoline, Texaco, T Rowe Price, Sauza Tequila
January 1992 to January 1994	Chief Creative Officer McCaffrey & McCall, New York, NY A&E Network, Air Canada, Caribbean Tourism, Mercedes-Benz, Warner Lambert
August 1988 to January 1992	Executive Creative Director Young & Rubicam, New York, NY AT&T, Dr Pepper, First Brands, Hublein, Warner Lambert

Awards: One Show, Clio, Effie, CA, Andy  
Education: BA, English, Wilkes University, Wilkes-Barre, PA