

WILLIAM PATTON

Madison , WI 53207 | (608) 577-8206 | bill@sockittomenow.com | online portfolio

Professional Summary

Having 20+ years as a creative, including 14 years as a leader and mentor, allows me to bring a clear understanding of strategy, brand building and breakthrough campaign development to companies. If the messaging doesn't get noticed—then it doesn't work. Plain and simple.

Brands I've helped manage and shape: Gatorade, SC Johnson, Kimberly Clark, Motorola, Mattel, Kroger, Coors Light, Illinois Tourism, Quaker Oats, Black and Decker, State Farm, Chase Bank and Berghoff Beer.

What I Know

- Brand identity and development
- Campaign management and implementation
- Film and video direction (long and short format)
- Digital/social applications and management
- Vendor negotiation
- Big picture thinking
- Print application and production
- Adept at building an environment where teams can shine and grow
- Adept at selling and persuasion
- Strong internal/external communication
- Proficient in UX/UI engagement
- Voice-over acting and managing
- Encouraging creative cross team collaboration
- Exceptional presentation skills
- Knowledge of promotion and experiential marketing
- Stays up-to-date with media trends and inclinations
- Strategic vision and creative philosophy

Where I've Been

Owner/Creator

06/2007 to Current

Punch Creative Group – Madison, WI

- Built, implemented and enhanced unique company identity.
- Created well-coordinated campaigns, events and public relations strategies.
- Led multiple creative freelance teams.
- Worked closely with all vendors: printers, production and media buyers.
- Worked closely with clients in strategy development.
- Fostered highly communicative, collaborative team culture on all freelance projects.
- Developed high-impact creative projects from concept to completion, including trailers, pre-roll and promotional content for company campaigns.

Executive Creative Director

05/2013 to 12/2020

6 AM Marketing – Madison, WI

- Developed high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns.
- Oversaw production of advertising copy and graphics to coincide with branding strategy and maximize effectiveness.
- Responsible for selection of digital and social channels to best meet target audience with messaging.
- Led all client and new business presentations.
- Recruited, hired and trained top candidates with eye for performance.
- Managed and created campaigns with specific focuses in order to meet customer needs and

creative visions.

- Demonstrated advanced knowledge of music composition, sound design and digital graphics.
- Oversaw full teams of writers, artists, designers and project managers.
- Represented company at offsite trade shows and conventions.

Group Creative Director

05/2001 to 05/2007

FCB Chicago – Chicago, IL

- Supervised and led art directors, writers and designers to achieve on strategy and on brand creative.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Worked closely with all account executives to maintain strategic integrity.
- Worked closely with all internal departments allowing adherence to all policies and procedures.

Group Creative Director

01/1997 to 02/2001

Ogilvy – Chicago, IL

- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Supervised a team of 12 people consisting of designers, writers and production.
- Collaborated with outside agencies to manage project progress and milestones.

Education

The Illinois Institute Of Art - Chicago, IL

Accolades

2016 Bronze Anvil Award Direct Mail/Response category for "Accept the Challenge!" campaign

Humanitarian Award for the National Committee for Prevention of Child Abuse

NCMPR's Paragon Award Gold for Mid-State Technical College

NCMPR's Paragon Award Silver for Mid-State Technical College

Clio Award for Kroger

Telly Award for Kroger