

peter knierim | creative director

2009

razorfish | new york
creative director

- Helped to build an advertising capability in the New York office, growing the team from 4 to 20.
- Won major new business, including digital AOR for Mercedes-Benz and All Detergent.
- Worked to build stronger working relationships between strategy, creative, and media.
- Won OMMAs, Internet Advertising, Create, w3, and WebAwards. Hungry for Lions.

2007

modem media | norwalk, ct
vp, creative director

- Oversaw creative work for Heineken, Delta Air Lines and other clients (including Song in its day.)
- Played an integral role in new business pitches.
- Actively participated in all aspects of the business, from strategy to minding the bottom line.

2005

vp, associate creative director

- Made sure day-to-day creative tasks were executed to a high standard for Song and Delta Air Lines.

2003

senior copywriter

- Honed my skills from Web Sites (flysong.com, IBM e-business consulting) to interactive advertising (Song, Delta Air Lines, Kraft Foods, JCPenney, Harris Direct) to direct marketing and other traditional media (General Motors and Delta).
- Won awards (Cyber Lions, AD:Tech, One Show, Addys + more) and millions in new business.

2000

bbdo consumer healthcare | new york
creative supervisor

- Wrote and oversaw work for Alcon Vision Care (Patanol and Opti-Free), Depo-Provera, and Sonic Innovations hearing aids.

1999

copy supervisor

- Produced the first pharmaceutical t.v. spot ever to list all of those horrible side effects. The Wall Street Journal called it "mind numbing," but it actually broke some ground.

1997

copywriter

- Cut my teeth on some of the toughest stuff to write well.
- Wrote television, print, radio, interactive, direct mail, patient materials, and communications to doctors.
- Worked on clients including Pfizer (managed care, Zolof, Zyrtec, Bain de Soleil), Abbott Laboratories (Meridia), Dupont Pharma (Revia), and Pharmacia-Upjohn (Depo-Provera).
- One particularly harrowing assignment involved a new product: vaginal estrogen rings for menopausal women.

1994

garrison-lontine | denver, co
creative intern

- Learned the craft of writing good copy and the meaning of hard work. I also played softball.
- Got my first job offer, only to return after graduation to find they had gone belly-up.

syracuse university

- Bachelor of Science in Advertising (Newhouse)
- Minor in Advertising Design (School of Visual and Performing Arts)