

**Arthur Vibert**  
**Creative Director**  
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- Summary**
- 25 years experience as a Creative Director, Art Director, Director, Editor and Designer on major national and international brands.
  - Developed effective advertising in virtually every brand category in San Francisco, New York, Chicago and London.
  - Superior creative, client and leadership skills.
  - Ongoing commitment to learning new techniques and technologies.

- 2002 - Present**    **Consultant - Creative Director - Editor - Designer - San Francisco**
- In an effort to help Bic Pens shed a dated and ineffective identity, developed new brand and advertising recommendations for them.
  - Made creative recommendations and edited a commercial for Subaru Primal Quest that aired on national television.
  - Visual Effects Supervisor on II shots for “The Chocolate Curse,” an independent film produced in the Bay Area.
  - Created motion graphics titles for “Voices of Dissent,” an independent documentary produced in the Bay Area.
  - Led a research team developing high-quality interactive entertainment for broadband web-casting.

- 1999 - 2002**    **DDB Worldwide - San Francisco**  
**Creative Director**
- Assembled and led the creative team responsible for new business.
  - Pitched and won Marketocracy with a campaign so successful that they met their target of 10,000 subscribers after only one month and stopped advertising because of overwhelming response.
  - Pitched and won Acheiva.com with a campaign that helped them secure an additional 20MM of venture capital funding at a time when the Valley was going through a period of negative growth.
  - Pitched and won Wetfeet.com with a campaign that helped them to exceed traffic projections by over 15%.
  - Pitched and won Celestial Seasonings Teas.
  - Developed and ran campaign for BASOC, the organization responsible for the San Francisco 2012 Olympic bid.
  - Responsible for the successful new product launch of Clorox Fresh Step crystals.
  - Led the team that successfully relaunched Clorox Scoop Away.
  - Created successful print and broadcast campaigns for other Clorox brands like STP and SOS.
  - Introduced the use of sophisticated desktop video software and hardware to the agency for the creation of presentations and commercials.
  - Ongoing new business leadership as well as Clorox and Heinz creative development.

**1998 - 99 Two Guys and a Truck Creative Services - San Francisco**  
**Principal**

- Launched a creative boutique with one partner
- Pitched and won the Cirio canned tomato business.
- Pitched and won a Levi Strauss and Co. assignment restoring antique LS&Co painted billboards throughout the American West.
- Developed creative work for World Wraps, Papa Murphy's Pizza and the Marine Mammal Center.

**1997 - 98 The Money Store - Sacramento**  
**Senior Vice President, Executive Creative Director**

- Hired and managed in-house creative department
- Developed dramatically improved direct response television, print and radio campaign.
- New campaign consistently broke all previous call-volume records by as much as 65%, allowing the company to be sold to First Union for a much higher figure than originally anticipated.

**1995 - 97 Foote, Cone & Belding**  
**Senior Vice President, Group Creative Director**

- Led the team responsible for the work that successfully launched "Toaster Strudel," Pillsbury's answer to Pop Tarts.
- Created successful retail campaign to dovetail with LS&Co "Reasons" brand campaign.
- Created campaign introducing Zima as a beverage for women.
- Led the team that created a campaign for Ore-Ida Bagel Bites so successful they continue to run it 8 years later.
- Led the team that pitched and won Kikkoman Soy Sauce.

**1991 - 95 Vibert + Associates, Inc. - San Francisco**  
**Principal**

- Owned and operated a creative boutique specializing in creating, producing and directing commercials for clients and agencies.
- Pitched and won QVC, producing several campaigns for them.
- Pitched and won Franklin/Templeton Funds, creating and directing several campaigns for them shot all over the world, from Southeast Asia to the Bahamas.
- Created and/or directed work for Sega, Union Bank, Gallo, Mill Valley Film Festival and many others
- Managed large productions, sometimes involving hundreds of people and complex logistics.

**1990 Hal Riney and Partners - San Francisco**  
**Vice President, Senior Art Director**

- Key part of the core team responsible for developing the Saturn "Launch" campaign.
- Created and produced 5 television spots, including the 90 second "Launch" commercial.
- Directed 3 30 second promos for KRON

**1988 - 90 Foote, Cone & Belding - San Francisco**

**Senior Vice President, Group Creative Director**

- Managed the group responsible for Mervyn's, Clorox hard surface cleaners and Pacific Bell services.
- Created the "Wear 'Em" campaign for Levi's that became one of the most copied concepts of the '90s.

**1985 - 88 New York**

- Developed advertising at McCann Erickson, BBDO, Ammirati & Puris and startup O'Reilly, O'Brien Clow/RSCG.
- Created the "Max Headroom" and "Catch the Wave" campaigns for Coca Cola.
- Created work for Pepsi-Cola, BMW, Nescafe, Nynex, Polaroid and Alka Seltzer.

**1979 - 85 Chicago**

- Developed advertising at Ogilvy and Mather, BBDO and Lee King & Partners.
- Created work for Alberto Culver, Sears, WLS TV (ABC), Cessna, Wrigley's, Bang & Olufsen, Ameritech, Chicago Tribune and others.

**1974 - 75 London**

- Designer at Wolff-Olins developing corporate identity programs for a diverse list of large European corporations including Volkswagen, Lever, London Underground and Mitchell Cotts.

**Awards** Communication Arts, New York Art Director's, One Club, Clio, Addy and others.